OUTHERN TOMOTIVE URNAL

PASS IT ON!

OWNER

GEN. MGR.

SERV. MGR. PARTS MGR.

FOREMAN SHOP

November, 1953

Insure engine overhauls

Perfect |

- Eliminates piston slap
- Closer piston fit without scuffing or scoring
- Better piston lubrication
- Fast...accurate...economical ... permanent

Perfect Circle Nurlizing . . . the original knurling method of resizing and resurfacing worn pistons . . . makes worn pistons like new again at only a fraction of the cost of replacing them! Be sure to specify Nurlizing on every engine overhaul!

NO OVERHAUL IS COMPLETE WITHOUT PERFECT CIRCLE

NURLIZING

Beware of imitations!



There is no substitute for the bigger profits Rayberton makes possible for you

To make big, consistent profits in the brake service business, you've got to install linings that will satisfy customers. Raybestos PG Sets are factory packaged in the right combinations for every make and model of car, and backed by exhaustive Proving Ground tests. They protect your profits by protecting your work. You can count on them to give your customers safer, surer stops and longer lining life. And you can count on Raybestos to presell for you with hard-hitting ads in leading consumer magazines just as it has for 38 years. Use the Raybestos Brake Certificate. It will help bring in the business.



LINED BRAKE SHOES OF BOXED SETS

in the correct brake lining combinations for every make and model of car. Bonded or riveted. Every piece branded for your protection.

CONSISTENTLY ADVERTISED IN THE POST AND FARM Journal

DON'T BUY INFERIOR BRAKE LINING. IT'S DANGEROUS!

Reline with PG SETS

AMERICA'S BIGGEST SELLING BRAKE LINING



RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., Bridgeport, Conn.

RAYBESTOS MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Hose • Industrial Rubber Products Rubber Covered Equipment • Asbestos Textiles • Teflon Products • Packings • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

SERVICE TIPS

FROM PERMATEX

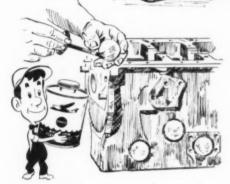


Saves Corroded Cylinder Heads

CLEAN OUT CORRODED AREA THOROUGHLY. BUILD UP FLUSH AND SMOOTH WITH FORM-A-GASKET NO.1 -- LET STAND UNTIL SET. BRUSH FORM-A-GASKET NO.3 ON BOTH SIDES OF HEAD GASKET AND YOU'LL HAVE A PERMANENT REPAIR



A GOOD COATING OF FORM-A-GASKET NO. 2 ON TIMING GEAR COVERS, OIL PANS, ETC. WILL MAKE A PERFECT OIL SEAL WHEN GASKETS ARE NOT AVAILABLE



On Expansion Plugs

A COATING OF FORM-A-GASKET NO.3 BRUSHED AROUND THE RIM AND INNER SURFACE OF EXPANSION PLUGS-WHEN MAKING REPLACEMENTS-WILL ELIMINATE SEEPAGE. PLUGS WILL ALSO PUSH OUT EASILY SHOULD THE BLOCK FREEZE



Form-A-Gasket withstands the enormous pressures of modern high compression engines. It is unaffected by gasoline, hot or cold oil, grease and water, anti-freeze. Always say PERMATEX Form-A-Gasket when you order sealing compound.

EVERY SHOP NEEDS ALL THREE TYPES

No. 1 - Sets quickly. Dries hard.

No. 2 - Sets slowly. Remains pliable.

No. 3 - Brushable. Sets to a paste. Remains tacky.

FORM-A-GASKET.

PERMATEX COMPANY, INC., BROOKLYN 35, N. Y.

MORE THAN 50 CHEMICAL PRODUCTS FOR BETTER AUTOMOTIVE MAINTENANCE

d(0):

REPLACEMENT RADIATOR CORES



Highest Quality Brass and Copper

Equal in Cooling to Original

> Backed by 47 Years of Radiator Building Experience

You Can Depend on a McCORD AUTHORIZED RADIATOR SHOP A motor overhaul job is only For Service

as good as the cooling system. Overheating will ruin the best

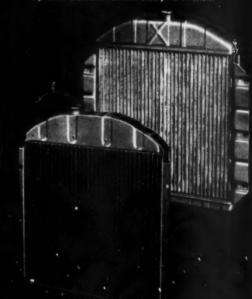


motor overhaul job. Have the radiator tested by a McCord Authorized Shop. They will clean, repair, or replace, if necessary, with a new McCord core.

MCCORD CORPORATION . Detroit 11, Mich.

REPLACEMENT Radiators for FORD and CHEVROLET

Individually Engineered to properly coal Fard and Charinlet rare and trucks. Copper fins for granter hant dissipation, heavy brass top and hattam tunks. Rusy to install





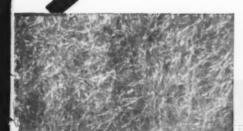
Here, at last, is an efficient filter cartridge, pressure packed with Densite—a material never before used in oil filtration!

Densite is made from springy, lively fibres, inter-locked in every direction, and distributed uniformly throughout. Densite absorbs dirt through its entire depth, remains efficient until every fibre is coated.

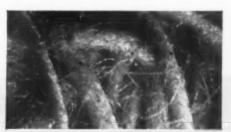
This cartridge has passed rigid tests—including those supervised by Pittsburgh Testing Laboratory. Millions of miles of field operation have proved it filters oil faster, better, longer. Sales records prove car-owners buy it,

Start selling this new Hastings cartridge now—for your biggest oil filter profits! Write for illustrated catalog—showing complete coverage for all popular automotive filters.

OIL FILTER DIVISION - HASTINGS MANUFACTURING CO. - HASTINGS, MICHIGAN
Oil Filters, Piston Rings, Spark Plugs, Casile, Drout



Densite Filtering Materials*—Note the extreme density of the fibres, the microscopically tiny openings through which oil must travel, the tremendous surface area of fibres to which dirt adheres.



like it, buy again.

Cotton Waste Type Medium*—Note the comparatively large spaces through which oil and dirt may pass. Compare the number of separate fibres and the area of fibre surfaces.



Paper Pack*—Note the "spotty" construction, hear in certain areas, sparse in others. Paper is only few thousands of an inch thick. Light spots indica voids through which dirt particles may pass.

YOUR GRIP 10 TIMES

PLOME TOOL TOMPANY

221 AA Senta Fe Ave. Los Angeles 54, California

PROTO TOOLS PROTO means PROfessional Tools

Why "BEAR" is Announcing

a Brand-New Service that Meets the Car Owner's Cry to "Do Something About the Egg-Shaped Tire Ride"

"Balantru" Service

Here Are the ANSWERS to Your Questions About this Most Important New Profit Opportunity for You Since "Bear" Introduced Dy-Namic Balancing 15 Years Ago!

Q. What is "Bear Balantru" Service?

A. It is a service wherein out-of-round tires are Re-Trued and Dy-Namically balanced by "Bear" methods. Re-Truing is designed specifically to correct out-of-roundness, not out-of-balance. That is why the new "Bear Balantru" combination of the "Bear" Re-Truer and 36 Balancer is offered as a complete unit. This set-up makes it possible to balance and Re-Tru in practically one operation, without need for remounting.

Q. Why is "Bear" introducing Tire Re-Truing?

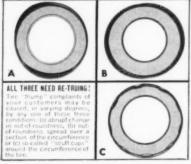
A • Because this new method is the only answer to the mounting demand of millions of motorists to get rid of tire "thump" and other mysterious vibrations due to out-of-round tires. This condition cannot be remedied by balancing alone.

Q. What is Tire Re-Truing?

A. Re-Truing is the "Bear"-developed method of gently evening out the circumference of an out-of-round tire by buffing off the high-spots one very thin layer at a time. So accurate and perfected is this method, and so unaffected is the tread or appearance of the rubber, that the naked eye cannot tell a tire has been Re-Trued.

Q. What is behind the ever-mounting increase of car-owner complaints about tire "thumping"?

A. Smoother black-top roads, more high-speed driving and more powerful, smooth-running engines all help to magnify vibrations of out-of-round tires, which formerly were hardly noticeable. Out-of-roundness is almost as prevalent on new tires as on tires which have been driven for 5 or 10 thousand miles.



Q. Why is it important, in terms of profits and good will, for shops to offer Re-Truing in addition to balancing?

A. "Egg-shaped" or out-of-round tires can ruin your balancing reputation, because balancing alone won't make them round. Dissatisfied balancing customers and do-over work caused by this situation are bad for your business.



on the center ribs. Tests show an average of only 10 minutes is required to perfectly true a tire with a "Bear" Re-Tru-It... only an average of 15 minutes to balance and, re-tru on the "Bear" Balantru!

Zone State

Contright 1953 - Rear Mig. Co.

... It's Operation "Big Swing"

to the all-new

HUDSONS FOR'54

NEW BUILDING!



Woolverton Motors North Hollywood, California

NEW DEALER!



Southern Hudson, Inc. New Orleans, Louisiana

NEW DEALER!



Harbor Hudson Wilmington, California

NEW BUILDING!



Pasadena Hudson, Inc. Pasadena, California

HUDSONS ARE all-new for 1954: new power, new performance, new styling, new luxury, new power brakes*, new power steering*. What's more, with the Hornet, the Wasp and the Jet, Hudson dealers offer a Hudson series in almost every price field, including the lowest—a 94% coverage of the entire new-car market.

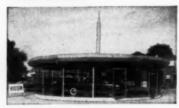
That's why present Hudson dealers are expanding their facilities. That's why more and more well-qualified, well-financed, well-established dealers are swinging over to Hudson.

There are still a few Hudson franchises available in choice territories. For details, contact C. A. J. Hadley, Sales Manager, Hudson Motor Car Company, Detroit 15, Michigan.

*Optional at extra cost.

HUDSON HORNET · WASP · JET

NEW DEALER!



Purdom Motor Co. Lexington, Kentucky

NEW BUILDING!



M & T Garage Angola, New York

NEW DEALER!



Hudson of South Florida, Inc. Miami, Florida

NEW BUILDING!



Rieger Motors, Inc. Dayton, Ohio



"Magic" SILTELOY

Ushers in a new day for a phenomenal Battery produced by the Laher Organization of Engineers in one of America's most modern and up-to-date Battery Plants.

Plus these added features...

- 1. SILTELOYgrids resist corrosion.
- 2. New highly activated oxide produces greater capacity.
- 3. Greater lasting power in any temperature.
- 4. Requires less water (only once a year under normal conditions).
- 5. Outperforms standard batteries up to 150%.
- 6. Five Batteries only, to fit all cars.
- 7. Minimum inventory required.
- 8. One price-only \$15.95 exchange-approximately 2¢ per day.
- 9. One Guarantee-24 MONTHS.

THIS BATTERY IS A RED HOT SELLER



St. Louis 2131 Locust St.

FORT WORTH

LAHER BATTERY PRODUCTION CORP. Oakland 2615 Magnolia St. 4024 Libert SAN FRANCISCO SALT LAKE CITY 98 - 12th St. 541 So. State St.

Pittsburgh 4024 Liberty Ave.

SEATTLE 714 E. Pike St.

Memphis **Kansas City** 300 Madison Ave PORTLAND SPOKANE N.W. 15th & Davis 1319 W. Second Los Angeles SACRAMENTO





BATTERIES

ONLY

NOW FIT

ALL CARS

TIRE & RUBBER CO., INC. . LAHER BATTERY PRODUCTION CORP. . LAHER SPRING & TIRE CORP. . LASCO BRAKE PRODUCTS COR

SOUTHERN AUTOMOTIVE JOURNAL for November, 1953

Want more facts? Use Reader Service Card page 114

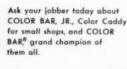
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Fast Finishes

Take a tip on a sure winner!

You'll see a mighty midget in top form when COLOR BAR, JR., engineered by Arco, laps the field in the race for business... turning out accurate color matches with precision, split-second speed, and sure-fire economy. Fast, low-cost performance wins the big money today. Tune up your refinish business now! Start in the lead... with COLOR BAR, JR., and you'll stay ahead all the way. It's the finish that pays off... and that's what COLOR BAR, JR., is geared to handle.







Paints, Lacquers, Varnishes, Enamels, Protective Coatings

TESTED FIRST TO LAST!

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A Subsidiary of American-Marietta Company

Put the Power of

The most complete line on the market. Parts designed to do a better job than the ones they re-

COIL ACTION FRONT END PARTS

MOOG REPLACEMENT **PARTS**

LEAF SPRINGS Moog Electrically Heat Treated Springs have been the leading line since 1919. Overload helpers, two stage helpers, plain and main leaves, and spring parts.



COIL SPRINGS

Moog Coil Springs in matched pairs, are the finest in coil springs.



Engineered to Compensate for Wear

For nearly 35 years, the replacement service field has looked to Moog for new developments in parts to meet the changing conditions in motor traffic. "Only Thru Moog" has become an accepted standard in spring suspension replacements. In motor recondiditioning, Moog Piston Rings and piston expansion methods are outstanding. Moog cataloging and stocking offers the best streamlined service plus convenient warehousing from coast to coast. See your Moog Distributor today.

MOOG INDUSTRIES INC., ST. LOUIS 14, MO.



CHASSIS

Precision-made Tie Rod Ends, Drag Links, Rods, Shackle Kits and Parts.

PISTON RINGS

Moog has both regular or chrome. The famous Moog X-plus for metered oil control and guaranteed full power performance; Moog 241 Chrome piston rings for extra service-Will seat - Won't Scuff.



MOOG DYNAMIZER restores piston to normal size by heat expansion - controlled dimension for better piston and piston ring performance.



Here's scientific laboratory proof!

Once again WIX Oil Filter Cartridges provo their superior performance with —



The Modern Depth Type Filtrant for Modern Oils and Partial Flow Filtration System Engines.

CHECK THE FILTER WHEN YOU CHECK
THE OIL—AND CHANGE TO WIX

GET THE DIRT OUT - LEAVE THE ADDITIVES IN



OIL FILTERS CARTRIDGES

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FOR FULL FLOW
FILTRATION
POROSITE



A specially treated, pleated - paper Filtrant having improved filtering characteristics plus a high flow-rate. POROSITE more than meets engine manufacturers' specifications.

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AUTOMOTIVE SERVICE EQUIPMENT

MAKES YOUR WORK EASIER...

Backed by 99 years of "Know How"



Tank Mounted Air Compressors 1/4 H.P. to 15 H.P.

- Up to 78 cubic feet per minute
- Either single stage or two stage
- Timken bearings Self oiling
- Precision built Designed for accessibility
- · A.S.M.E. tank for 200 pounds
- Automatic start and stop or for continuous operation

Also base mounted up to 300 cubic feet



Full Hydraulic Two-Post Shop Lift

- No long deep pit needed—saves on installation cost
- 60" wheel base; handles all cars
- 72" plunger travel Plenty head and elbow room
- Deep front yoke for maximum accessibility
- Flush with floor when in lowered position

Also Single-Post rotating lifts and Two-Post truck and bus lifts



Call your CURTIS Jobber... or mail this coupon for information:

High Pressure Hydraulic Car Washer

- 300 lb. pressure
- Self-oiling pump
 Designed for accessibility
- Brass-lined cylinders
- Quiet in operation
- Precision built

CURTIS PNEUMATIC MACHINERY DIVISION of Curtis Manufacturing Company 1938 Kienien Avenue, St. Louis 20, Missouri 1 am interested in items checked: AIR COMPRESSORS AUTO LIFTS (Single-Post) Two-Post POWER CAR WASHERS Name. Firm. Street. City. Zone State.

CURTIS PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company (Since 1854)
1938 Kienlen Avenue • St. Louis 20, Missouri

Screams 360° WARNING — ALL DIRECTIONS



● Here's the lamp that emergency vehicles have been waiting for—'a specialized high-intensity warning blinker for fire, police, state and county highway vehicles, ambulances, and utility trucks. 360° special Airport lens (red, amber or blue) is visible all around the horizon, in daylight or darkness. Kit includes complete assembly, high-intensity light source, dual conductor cable, flasher mounted in switch with indicator lamp, mounting pad to seal roof. Model No. 360.

Griffin engineered a special light pattern for this lamp-a perpendicular shaft of one-inch width, high

intensity, constant focal point increasing with distance.

Details like this make Griffin the new leader in lamps, make every product a masterpiece in fleet safety lighting design.

It will pay you to standardize with Griffin-the complete fleet line.

THE GRIFFIN LAMP COMPANY, HAMILTON, OHIO



Switch to Exide...

HERE'S WHY:



because Exide batteries have a reputation for extra high performance...extra long life...complete dependability. Selling the Exide line is good business, a repeat business...a real money-maker.

They stay sold

because of the high quality raw materials that go into every Exide, with rigid inspection to assure top quality day in and day out.

Priced right

Exide batteries give dollar-savers and quality-seekers *more for their money*... and provide good profits for the dealer.

SWITCH TO EXIDE... because Exide has everything you need to build a bigger, more profitable battery business: the famous Ultra Start, leader of the complete Exide line...low-priced, high-quality 6 and 12 volt battery service equipment ... point of sale identification...direct-mail material... telephone listings... national advertising... and many other sales boosters available to Exide dealers.

IT'S GOOD TO BE AN EXIDE DEALER.

See your Exide distributor today.

The now-famous ULTRA START, leader of the Exide line.



THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 2

Exide Batteries of Canada, Limited, Toronto

"EXIDE" and "ULTRA START" Reg. T.M. U.S. Pat. Off.

Tough sales talk for real selling

The automotive business is swinging back into good, old-fashioned competitive selling.

And here's an advertisement that's right in the swing —offering factual proof that "you get more for your money in any General Motors car you buy."

This dramatic example of the lengths GM engineers go to test out their product is the latest of the new series of "Key" campaign advertisements appearing monthly in leading national magazines—usually in double pages in four colors.



More Owners Get Them As Original Equipment

ACs are standard factory equipment on nearly as many new cars and trucks as all other makes of spark plugs combined.



More Owners Need Their Performance Advantages

AC is the only spark plug with <u>petented</u> CORALOX, the material which resists the formation of oxide and carbon deposits much better than any previous insulator. This can—

- INCREASE POWER BY AS MUCH AS 10%
- . SAVE UP TO ONE GALLON OF GAS IN TEN



Patented

CORALOX

Insulator

FIRE STORY with HAPPY ENDING!



August 1952. The sun was shining in Heron Lake, Minnesota, birds were singing, and business was good as it usually is for progressive businessmen like L. L. Hager.



January 23, 1953. There was a glow in the frigid Minnesota sky. The Hager store had become the blazing inferno you see in this dramatic fire photo.



January 24, 1953. What's more depressing than the blackened ruins of a total fire loss? Forty-three percent of such firms fail to open again.



June, 1953. Happy ending. New store going up. The Federated man can be one of the best friends you'll ever have, because he knows his business and will help see to it that you don't lose yours.

Wouldn't it be convenient for you to have, in one place, a list of your policies, so that at a glance you could check the policy number, company, kind of insurance, property insured, amount of policy, premium, and expiration date? It's yours free for the asking. Just drop us a note on your letterhead.



FREE



Tederated Mutual

IMPLEMENT and HARDWARE INSURANCE COMPANY * OWATONNA, MINNESOTA



Over 7,000,000 Automatic Transmission Cars are Potential Customers . . . Thousands More are Built Each Year! GET READY FOR YOUR SHARE OF THIS TOP-PROFIT ITEM!

More than 7,000,000 General Motors and other make cars are already equipped with automatic transmissions and the number is ever growing! These units require a refill every 10,000 to 25,000 miles. The Service Manual which the

Bell Company offers, fully explains how to service and refill these transmissions. Any garage or service station can render this service. Your local jobber has FLARE LIQUI-MATIC FLUID available in convenient sizes. Contact him today.

Time	
rree!	SERVICE MANUAL
New Service Manual On Automatic Transmissions	WAS THE
An illustrated service guide for me- chanics and service station attend- ants! Contains complete details on checking, draining and refilling all cars with automatic and semi-auto-	
matic transmissions, and Hudson wet clutches. Mail the coupon today.	/ == \
THE BELL COMPANY, Inc.	

THE BELL COMPANY, Inc., Dept. 407 413 N. Wolcott Ave., Chicago 22, III.	
Please send me immediately a free copy of your Service Manual on Automatic Transmissions.	
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ADDRESS	
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413 N. Wolcott Ave., Chicago 22, Ill.



DUTCH BRAND Rub'R-Strip provides a complete line for replacement of original weatherstrip. It comes in correct size and shape to meet necessary requirements. Rub'R-Strip makes a perfect seal against drafts, water, dust, dirt, and stops rattles and noise. It is available in a dispensing box with rule at base for measuring desired lengths.



DUTCH BRAND

Here is an all-purpose weather-strip available in widths ranging from 3/8" to 1" and thicknesses from 5/32" x 7/16" . . . 10 ft. and 50 ft. rolls. It prevents rattles and seals out drafts and dust. Easily applied.

ORDER FROM YOUR JOBBER





DUTCH BRAND MASKING TAPE

DUTCH BRAND Masking Tape is thin, flexible, strong and has the correct adhesive ... all qualities that make it an easy tape to use when masking.



DUTCH BRAND CEMENTS

are made for trim shop use Gray and Clear Trim Cement for use with fabrics. Weatherstrip Cement for cementing rubber to rubber or rubber to metal, and Drip-Seal for use around windows and windshields. Your jobber can supply you.



DUTCH BRAND TUFF-PAK

window channel packing

Tuff-Pak is made of special grade, clean, uniform-size ground cork com-bined with long life rubber compound applied to rough cotton sheeting. It features long life, flexibility, extra strength and weather-proof qualities. Four thicknesses are available. 1/32", 3/64", 1/16", 3/32".



DIVISION OF Johns Manville

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COMPLETELY REBUILT GENERATORS

This means cores and frames stripped to bare metal

- . . . vapor degreased, steel-grit blasted
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Other components tested and proved:



PULLEYS proved for balance and concentricity.



2 BALL BEARINGS tested and proved electronically.



3 BUSHING BEARINGS
... new bushing, new oil wick, new gasket.



4 ARMATURES precision wound, reinforced, "heat dried", varnish impregnated and double-baked.



FIELD COILS custom wound, impregnated, baked and tested.



... and of course, they are unconditionally guaranteed.

ARROW ARMATURES COMPANY

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Build up your business with the "BIG3" in the cable field!



PACKARD BATTERY CABLE—Packard battery cables are used as original equipment on more cars, trucks, buses and tractors than cables of any other make. Packard battery cables are full size, full weight... are available with LEADALLOY terminals or leaded brass terminals. Both types are packaged in individual cartons—both deliver top performance—both have acceptance, everywhere.

The record shows that Packard cable is preferred by automotive engineers for cars, trucks, buses and tractors. Preferred, too, by vehicle owners and repair shops for replacement use. And preferred by jobbers and dealers because it has a quick turnover.

FOREMOST BUILDER OF AUTOMOTIVE WIRING

20





PACKARD IGNITION CABLE—Long considered the standard of the automotive industry, Packard bigh-tension cable is original equipment on more cars, trucks, buses and tractors than any other cable. Packard FOUR-FORTY and Packard LAC-KARD ignition cables are designed to deliver balanced performance in every application. For dependability on the job, choose Packard!



PACKARD LOW-TENSION CABLE—As with Packard's two other products, Packard low-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard's 249 COMPOUND insulation, by every laboratory test and by the test of long, hard usage in the field, has exceptional resistance to beat, oil, chemicals and abrasion.



Packard Electric Division General Motors Corporation Warren, Ohio

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE



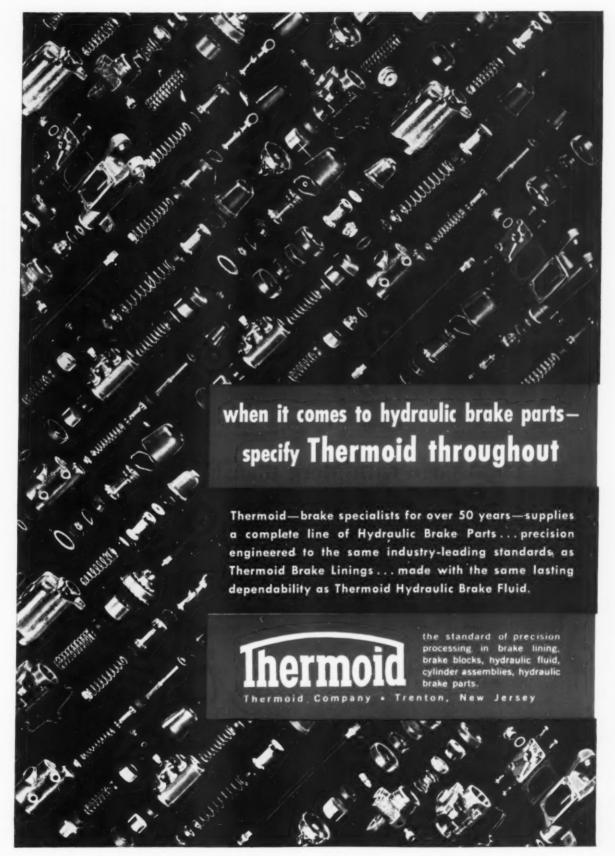
AUTO headlamps always used to depend on a small inner bulb for their light. But because this bulb was so small, it was soon covered by black deposits from the burning filament on the inside. The longer the bulb burned—the dimmer it got. Then General Electric found a way to make a headlamp that has no inner bulb to blacken. Instead,

a G-E sealed beam headlamp is one big bulb, and no matter how long it burns, there's no loss of light. Blackening is no problem. That's why G-E all-glass sealed beam headlamps stay bright—give more light longer! For your customers' safety and driving comfort, be sure to install General Electric headlamps.

G-E All-Glass headlamps DO NOT GROW DIM

You can put your confidence in -





Announcing ...



The Elegant New '54 Dodge



DODGE ROYAL V-8 FOUR DOOR SEDAN

Specifications, equipment and prices subject to change without notice

The Dodge with More than Ever Before!

More to it—More in it—More of it!

Championed by the luxurious new Royal V-8 series, and the new stepped-up Red Ram 150 V-8, Dodge provides a whole host of new advantages destined to crown its remarkable 1953 record of economy and performance firsts with exciting new lustre.

New Full-Time Power Steering . . . new fully automatic PowerFlite Drive . . . new Color-Harmony interiors highlighted by lustrous Jacquard fabrics . . . and new stunning over-all styling add up to more built-in value-more car for the money!

Yes, in every way the '54 Dodge is truly the Dodge with more than ever before. There's more to it . . . more in it . . . more of it!

Here's the all-around car for all America-the profit-building, sales-winning beauty designed specifically for every prospect's purse and purpose!

Only Dodge Offers 3-Way Dealer Profits -from a single sales agreement

Dodge and Plymouth cars and Dodge "Job-Rated" trucks (sold only by Dodge Dealers) form a tripleprofit opportunity enjoyed by Dodge Dealers alone from a single sales agreement! A limited number of Dodge Triple-Profit Opportunities are now open. Why not inquire about them?

> WRITE TODAY FOR COMPLETE DETAILS

DEPENDABLE

Vew '54

The Action Car for Active Americans

DODGE DIVISION, CHRYSLER CORPORATION, DETROIT 31, MICHIGAN

ARO PUMPS for Volume Delivery!

MOTOR OIL
Supply Pump

FOR OVERHEAD REELS

Model 60061...Gives fast volume delivery
of oil from drum to dispensing outlets such
as overhead reels or oil bars...Simple design, low cost, easy to handle in drum
changing. Float-type air-eliminator gives
constant full-fluid charge in
oil line. Adjustable adapter
fits pump to any bungtype drum with 2"
P. T. opening, 100
lb. to 400 lb. capacity.

Hi-Volume TRANSFER Pump

GALLONS PER MINUTE!

Model 60060 . . . for motor oil, lightbodied grease, anti-freeze, paint, other fluids. Provides fast, easy, thrifty way to transfer fluids from bung-type drums to



ARO BUILT DEPENDABILITY!

SEND . .

ARO

LUBE EQUIPMENT

Also . . . AIR TOOLS . . . AIRCRAFT
PRODUCTS . . . GREASE FITTINGS

The Aro Equipment Corp., Bryan, Ohio

Without obligation, send bulletin giving complete details on the new Aro Motor Oil Supply Pump and Hi-Volume Transfer Pump.

Name.....

Company.....



HE SOLD THE CAR FOR YOU

... but how about the repeat business?

You want that too—the repeat sales and referrals, the service, maintenance and repair work that builds your dealership and profits. And the way to get that repeat business is to control the original sale, close an Associates time deal then and there, keep the buyer in your camp, get your salesmen out of the one-shot class and into the come-back-and-see-us bracket.

Call on your Associates representative to set up and conduct a complete, helpful training and instruction class for your sales staff. Through our proved "Controlling Time Sales" program he'll show your salesmen how they strengthen their own position as well as your dealership with this foresighted selling. There's profit in controlling those sales. Let Associates help you do it.

The Old Sage says...

"A sure way to stop growing is to stop learning."





Associates Investment Company Associates Discount Corporation Emmco Insurance Company South Bend, Indiana

Here's the ring set that eliminates sludge clogged oil rings and springs

AMERICAN HAMMERED

e-seated*Krome

PISTON RING SETS

This smooth, even bearing of narrow land contact is the result of factory-applied pre-seating process which is equivalent to 300 to 500 miles of actual engine operation. Assures instant oil control.



The free-flowing spring in the American Hammered Krome-Oil Piston Ring Set has more oil slots than any other on the market. This unique design eliminates clogging.



Smart new blue and yellow American Ham Krome-Oil carton is the quality mark in the otive piston ring replacement field. Krome-Oil licks your customers' ring problems and increases your profit.

REMEMBER

Profit-Packed American Hammered POWER-PLUS SERVICE

Koetherizing - G1-60 Groove Insert

Dry Film Lubricant

The Krome-faced steel rails in this set extend beyond the cast iron center section giving instant oil control. Krome facing increases ring life greatly.

Efficient oil drainage is provided by funnel-shaped channel in spacer.



AUTOMOTIVE REPLACEMENT DIVISION

2001 Sanford Street, Muskegon, Michigan

Manufacturers of American Hammered Automotive Replacement Piston Rings

out of every 3 cars in



AUTO-LITE "STA-FUL" BATTERIES need water only 3 times a year in normal car use. And they last longer!

AUTO-LITE ORIGINAL SERVICE PARTS

include generators, voltage regulators, starting motors, distributors, coils and thousands of electrical and mechanical component parts engineered for best car performance.

THE ELECTRIC AUTO-LITE COMPANY

America is equipped with

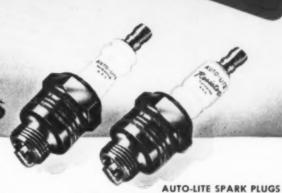
ORIGINA

Outstanding quality and performance have made more than 400 Auto-Lite products for cars, trucks, tractors, planes, boats and industry world famous . . . convincing proof, "You're always right with Auto-Lite."

AUTO-LITE SERVICE PARTS

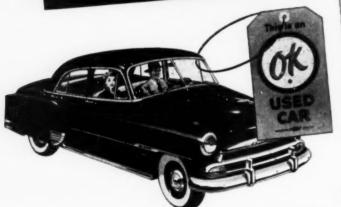


AUTO-LITE BULL'S EYE SEALED BEAM UNITS are designed for safe night driving. They concentrate more light on the road . . . burn even when the lens is cracked or broken.



... Ignition Engineered to give top performance in your car . . . include a complete line of Resistor, Standard, Transport and Marine types.

Chevrolet
dealers
have
everything
for even
greater
leadership



-including the most complete and aggressive used car and truck selling program in the industry

0

now more than ever...

AMERICA'S LEADING FRANCHISE



CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICH. AMERICA'S LEADING DEALERS

It takes all kinds of customers...



...but they all want the best. And when it's bearings, just tell 'em it's TIMKEN®!

The best way to keep customers coming back is to let them know you use the best replacement parts. When you install a new tapered roller bearing, point out the trade-mark "Timken". Customers know it stands for quality and top bearing performance. The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "Timrosco".

TIMKEN

TAPERED ROLLER
BEARINGS



NOT JUST A BALL ○ NOT JUST A ROLLER THE TIMKEN TAPERED ROLLER BEARING TAKES RADIAL AND THRUST → ① ← LOADS OR ANY COMBINATION -





Don't Booby Trap Your for safety's sake Customers Cars

repair brake systems with genuine WAGNER LOCKHEED

HYDRAULIC BRAKE PARTS



the moving parts in the hydraulic brake system. It should absorb small amounts of water without stratification (separation of ingredients). Lubricating ingredients naturally oppose water. The fluid should be chemically balanced so that lubricating requirements are not sacrificed for an unnecessary excess of water absorbing capacity.

DO YOU KNOW-deep blemishes (pits, scratches, etc.) require honing to resurface the cylinder wall while pressure marks and discolorations may be polished out with crocus cloth, but not emery cloth or sandpaper. Aluminum cylinders should not be honed.

Sudden, nightmarish tragedy is forever in the offing when you repair a customer's brake system with an unproven brand of brake parts. The toll of injury, death, property loss, and damage suits could ruin your reputation or even undermine your business.

Eliminate that threat by standardizing on Wagner Lockheed Hydraulic Brake Parts for your replacement needs. This complete line of repair and replacement brake cylinders, cups, boots, pistons, springs, hose, and washers is manufactured to the same specifications as parts used in complete assemblies for original equipment. This assures perfect fit ... quick, easy replacement . . . maximum service life.

You'll find that the Wagner Lockheed line of brake parts is the most complete on the market, and includes hard-to-find numbers, not easily obtainable elsewhere. Every make and model of vehicle is covered. No other line offers such a complete selection available from a single source.

See your nearest Wagner jobber, or write us for details.

Wagner Electric Corporation

6362 Plymouth Ave., St. Louis 14, Mo., U. S. A.

Wagner ... the best known and name in brake service





"Experience may be the best teacher, but the tuition comes high. My little lesson cost me almost fifty dollars!

"It all started when I took a neighbor's daughter to a drive-in movie. She was pretty; the show was good; and I didn't have a care in the world. But, before the night was over, I was in trouble.

"When we were ready to return to town, the battery was dead!

"The ushers pushed my car into a corner out of the way while I waited over an hour for a service truck. That service cost me ten dollars. Recharging the battery cost another \$1.25. And the girl's mother gave me a hard time because we got home so late.

"That \$11.25 was only the start of a real shakedown. In three weeks I bought a new battery, had the generator overhauled, and replaced the voltage regulator. But the battery kept going dead. Then, one day I stopped for gas on the Turnpike. I asked the attendant if he had any ideas. 'Let me look at that battery cable' was his only comment.

"So he looked—and showed me that 'sneaky' corrosion made the battery cable practically useless. The new cable he sold me for \$1.95 cured the trouble. But I figure that battery cable actually cost me almost fifty dollars.

"Don't let yourself open for such a shakedown: have your battery cable checked today."

This Crescent display prompts your cus-

This Crescent display prompts your customer to ask about battery cables; reminds you to check the battery cable on every car you service.

With the Crescent Battery Cable Show Case assortment, you can service 95% of all cars on the road! And this eye-catching display and electric flasher sign actually costs you nothing. Ask your jobber today about the complete Crescent Wiry Joe battery cable merchandising program. And ask him for a copy of the helpful booklet "How To Sell More Battery Cables."

Check the wire and cable on every job!

THE CRESCENT COMPANY, INC., PAWTUCKET, RHODE ISLAND



it's here now...

-11/0

GREAT BATTERIES IN

to boost your winter TBA profits!

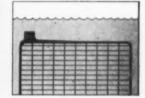
I Willard Weathermaster

A POWERFUL COLD WEATHER BATTERY

At the turn of a key...low water level increases acid gravity...steps up strength of electrolyte. Gives 20% extra cranking power for quick, positive starting at sub-zero temperatures.

KEY-OPERATED CLIMATE CONTROL

A LONG LASTING HOT WEATHER BATTERY



At the turn of a key...high water level reduces acid gravity...keeps battery cooler. Less possibility of overcharging damage...less self-discharge due to high temperatures. Needs water only twice a year in normal use.

Crino2 etunil2

WITH CLIMATE CONTROL

The most revolutionary innovation in Willard's half-century history

REGARDLESS of the line you're handling

get the facts ...

Call your Willard distributor

Biggest Tie Rod Value Ever Offered





MASTER

TIE ROD END ASSORTMENT



FREE!

"TAILOR-MADE" to service 85% of all Cars and Trucks
ASSURES RAPID TURNOVER — No obsolescence!

TIE ROD ENDS

CONTAINS 12 FASTEST-SELLING SETS IN PERMANENT METAL DISPLAY RACK

Que	an. No.	For	List	
3	TS-64	Ford Cars & Trucks,		
		Lincoln, Mercury	\$3.40	
1	TS-154	Ford	3.78	
2 TS-60D		Chrysler, DeSoto, Dodge,		
		Plymouth, Dodge Trucks	6.30	
3	TS-173	Chevrolet	3.70	
1	TS-78	Oldsmobile, Pontiac	5.46	
2	TS-131D	Chrysler, DeSoto,		
		Dodge, Plymouth	6.30	
		TOTAL LIST VALUE	\$55.74	
		REGULAR DEALER NET	38.24	

SPECIAL INTRODUCTORY
DEALER PRICE, ONLY

\$29⁹⁵

- COLORFUL DISPLAY SIGN
- . SELF-SELLING ALL-METAL MERCHANDISER
- ATTRACTIVE DISPLAY CARD for Counter, Window or Wall



MILES AHEAD IN EXCLUSIVE SELLING FEATURES!

- Patented BALL BEARING Construction
- ROLLED THREADS 15% stronger
- Anti-Friction Phosphor Bronze Seat
- NEOPRENE WASHER and Dust Shield

MASTER,

LIMITED TIME OFFER - ORDER FROM YOUR JOBBER TODAY!

MASTER PARTS DIVISION

AIRTEX PRODUCTS INC.

FAIRFIELD, ILLINOIS

15 MILLION TRICO WINDSHIELD WASHERS need anti-freeze, too

TRICO All-Season Solvent is a REPEAT seller winter AND summer

Trico Solvent prevents
Windshield Washer jar breakage in
winter — but, even more important, it improves
vision and eliminates eye strain the year round by removing
oily roadsplash, grime and dust.
Order counter-display cartons of six bottles
from your Jobber NOW!





NoW

• With the new Trico Windshield Washer Installation Kits, you can fit any one of 61 different car models from a stock of only four kits.

You make double profit ... one profit on the Washer and another on the installation ... for these custom-built kits

can be installed easily and quickly.

In most instances, no drilling is necessary; only a wrench and screwdriver needed for the job.

15 million television screens . . . and millions of satisfied users . . . advertise the famous "Two Little Squirts." Now you can cash in on this demand with these new "quick-on-the car" kits.

TRICO PRODUCTS CORPORATION, BUFFALO, N. Y.

TOPICS by UNITED MOTORS SERVICE



TIMELY TOPICS by UNITED MOTORS SERVICE

MERCHANDISING . ADVERTISING . PRODUCTS



GENERAL MOTORS OPENS NEW TRAINING CENTER



The first of 35 General Motors Training Centers to be established throughout the country has been opened in Detroit. The purpose of the centers is to further the instruction of mechanics in automotive maintenance problems, improved service methods and technological advances. The training centers will include United Motors Service sponsored classes in Delco-Remy electrical units, Rochester carburetors, Delco radios, Guide Autronic-Eye and Delco Brake services. Eligible to enroll in United Motors Service classes will be experienced and apprentice mechanics from independent shops and fleet shops, who may enroll through their United Motors distributor. The locations of other training centers will be announced at a later date.

KEEPING PACE with modern engine design, Harrison produces a thermostat specially designed to meet the requirements of engines with high pressure cooling systems.

SERVICEMEN PRAISE
UMS BEARING DATA BOOKLET



Much favorable comment has been heard from the automotive trade concerning the UMS Anti-Friction Bearing Data Booklet. This up-to-date, pocket-size catalog contains a conveniently arranged listing of bearing applications on 90% of the cars and trucks. In addition to Hvatt Roller Bearings and New Departure Ball Bearings, the catalog includes thrust bearing and tapered roller bearing data of vital interest to service and repairmen. The purpose of the booklet is to identify the various anti-friction bearings used on cars and light trucks by type and number so that replacements can be ordered quickly and correctly. A handy price list, along with instructions for ordering, help to make this the most complete and easy-to-use bearing catalog of its kind.

INTERESTING FACTS
ABOUT RADIATORS



The temperature in the cylinder of an automobile rises to approximately 3,800° Fahrenheit in a matter of seconds after combustion begins. Unless this heat is dissipated immediately, the engine would destroy itself Right here is where the radiator steps in and takes over. To dissipate heat at the same rate it is generated, the average radiator cools approximately 1,800 gallons of water an hour! Back in the early 1900's this feat proved too much for the radiators then in use. In 1910 Herbert C. Harrison became interested in the problem and designed the Harrison Hexagon radiator core. The basic structural idea of this core is still used in most radiators today. From a bright idea in 1910, Harrison Radiator Division has grown to be the world's largest manufacturer of heat transfer devices, using over 36,000,000 pounds of copper a year!

THE CUSTOMERS ALWAYS WRITE

Writes one grateful motorist: "While vacationing this summer, rain water, thrown up by the wheels, entered the gas tank through a hole in the gas intake tube. Much dirt seeped through the filter on the fuel pump and would have harmed the carburetor, and consequently left me stranded in a driving rain, far from help—but thanks to a Durex filter, no dirt got through. Thanks again for a fine product." Which proves people are sincerely appreciative of a good product or a good service—it pays to deal in both.



A LITTLE LIGHT ON A DEADLY SUBJECT



Traffic records show that two out of every three fatal accidents occur at night, despite the fact that there is only one-third as much traffic. This amounts to over thirty thousand deaths a year! Figures compiled by the Motor Vehicle Inspection Bureau show conclusively that some part of the lighting system of every other car on the road is defective. Negligence and ignorance have proved to be two major factors responsible for these terrifying statistics. It is the responsibility of manufacturers, owners, drivers and servicemen to eliminate this cause of accidents-and with a conscientious effort it can be done. Along these lines, Guide Lamp works closely with safety engineers and legislative bodies in a constant endeavor to make driving, during the day or night, safer for pedestrians and motorists alike. Glare-proof mirrors, back-up lamps, turn signal units, are all safety accessories as well as driving aids, but the real job falls on the shoulders of the driver and the repairman so for safety's sake, let's make it a point to check all those lights.

ABOUT COFFEE AND CARBURETORS



We've seen coffee brewed in some strange containers, but Rochester Products informs us that it can't be done in a Rochester carburetor it seems that it just won't percolate! While this may come as a blow to coffee brewers, it's quite a boon to car owners for percolation is one of the major causes of vapor lock and hard starting. On the Rochester Model "B" and "BC" carburetor, the entry to the main passageways through the main metering jet is insulated and surrounded by cool solid fuel near the bottom of the float bowl. This prevents percolation resulting from heat rising from the manifold. Both "B" and "BC" Rochester carburetors fit all Chevrolets from 1932 through 1953.

TIMELY TOPICS

by UNITED MOTORS SERVICE

MERCHANDISING . ADVERTISING . PRODUCTS



EXPERT ENGINEERING



The memory of the first back-jolting ride on a buckboard is no doubt a sore point, but through it, one gained a genuine appreciation of shock absorbers. Of course, shock absorbers didn't just happen . . . took years of testing and research to develop them to their presentday efficiency. The first real advancement in "spring action" control through shock absorbers was made in 1925. It was the hydraulic shock absorber with an adjustable relief valve invented by Ralph Lovejoy and was the forerunner of the present Delco shock absorber. Although Delco still uses the basic principle of the Lovejoy relief valve, vast improvements have been made on the original. Prominent among these is Delco's "engineered ride control"-a feature that means the shock absorbers are designed to meet the specific requirements of the car or truck. Delco makes a complete line of shock absorbers and tests them on each model to assure maximum spring action control, thus giving greater riding comfort and protection of cargoes.

GUIDE AUTRONIC-EYE production for the model year of 1952 reached 80,000. And it's proving to be one of the most acceptable accessories available in 1953. This indicates that American car owners are highly considerate of their fellow motorists.

OUT OF SIGHT, OUT OF MIND, OUT OF LUCK!



This is the sad, but true, story of many a battery sale (or would-be battery sale). No matter how steady your regular customers may be—if their battery goes dead twenty miles away, you lose the sale. On the other hand, periodic checks can save your customers much inconvenience and gain you many a sale. The drain on a battery being great during cold weather indicates more frequent checks. This can be done quickly and accurately with the Delco Electro-Check. It's a service you owe your customers and one they'll appreciate.

COLD WEATHER CALLS FOR BRAKE FLUID CHECKS

In the winter a mechanic's fancy usually turns to thoughts of anti-freeze, thermostats and a lighter grade of oil which is as it should be. But just as important is the checking and changing of brake fluid. To demonstrate the necessity of quality brake fluid in cold weather, the Delco Brake people made the following test. Two cars were tested after being left overnight in a temperature of 20 degrees below zero. One car, containing Delco brake fluid, stopped in one-tenth the distance of the other car using a mediocre brand of brake fluid. This quick action of Delco Brake Fluid can be the difference between a safe, smooth stop and a fatal accident. The danger signal in cold weather is a hard brake pedal, and should be your signal to remind customers to have their brake fluid changed-before it's too late.



MORE PARTS
BUT LESS TROUBLE



Delco-Remy informs us that the modern generator contains 364 separate parts; a starting motor and solenoid, 520 pieces; a regulator, 189; a distributor, 140; even a lighting switch has 42 separate parts. And the amazing thing about all this is the interchangeability of these parts. When a part broke down in the 'gasoline buggy" days, it meant weeks of delay until a replacement part could be located or built. But now, through engineering skill, precision production methods and modern distribution, any one of these parts can be replaced quickly and easily. A motorist can buy a car in New York, that was built in Detroit, and drive it to California in the comfortable knowledge that should trouble occur he could get the exact replacement part he needs-anywhere along the way.

OFER A MILLION MOTORS a year is the production rate of Delco Appliance Auto Motors, making them the world's largest producer. One Delco Appliance Motor display contains five 6-volt electric motors that will service 90% of all automotive applications!



DESTRUCTION TEST PROYES

You've probably never seen an engine run until it exploded, but it is not an uncommon sight at Moraine Products Division, Why? To prove that engine bearings were no longer the limiting factor in engine pressures. The technical term for the test is "the accelerated breakdown test." And that's exactly what happens. A motor, at peak load, runs at full throttle until it actually flies apart. After the motor destroys itself (flying parts have been driven right through an ordinary wall), it is given a thorough inspection-with the enlightening results that when Moraine engine bearings are used-the bearings are no longer the limiting factor in the amount of pressure an engine can stand!

HEAD FOR THE WOODS, MEN—latest figures disclose that there are 15,000,000 licensed women drivers in America! As the rate of women drivers increases, so do the sales opportunities for Saginaw Jacks. The recirculating ball principle of Saginaw Jacks has made them a favorite with women drivers, because they're so easy and safe to use.

BRAKES WON'T WORK UNDER WATER



Anyone who has ever driven a car through water deep enough to enter the brake drums knows that the brakes won't function when wet. And it's a common misconception to assume that the brake linings absorb water which renders them useless. What actually happens is that the water that enters the brake drum combines with "compound dust" to form a soap-like substance-and until the heat of the drum dries the water, the brakes can't perform. To prove that Inlite linings do not absorb water, linings have been boiled in both water and oil with no absorption noted! Regardless of the cause of the trouble, it's wise to warn motorists that their brake's cant perform when wet.



It's easy to get started with the United Motors Lines





Full-color poster will appear in thousands of prominent places during—OCT.—NOV.





This four-color ad will appear in SAT. EVE. POST—NOV. 21, and LIFE—DEC. 14

This four-color ad will appear in COUNTRY GENTLEMAN—NOV.



This two-color ad will appear in

COLLIER'S-NOV. 13



LIFE—NOV. 30, SAT. EVE. POST— DEC. 12, and COLLIER'S—DEC. 25



SUPPORTED BY EXTENSIVE NATIONAL ADVERTISING!

DESIGNED TO PRE-SELL YOUR CUSTOMERS!

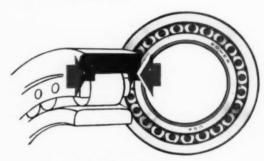
CONTACT YOUR UNITED MOTORS DISTRIBUTORS TODAY!



Two Lips
make all
the difference

BOWER STRAIGHT ROLLER BEARINGS HAVE DOUBLE-LIP CONSTRUCTION . . . FOR STRENGTH!

Pete the Pelican combines tacklebox and creel in one unit . . . a design that really fills the bill! Same with Bower straight roller bearings. Double-lip design *keeps* rollers aligned for longer bearing life. They'll stand up under the occasional thrust loads that cause failure of ordinary bearings. Ask your Federal-Mogul jobber!



BOW.ER Straight Roller Bearings



Federal-Mogul Service

(Division of Federal-Mogul Corporation)
DETROIT 13, MICHIGAN

For service applications: Bower double lip straight roller bearings • Spher-O-Honed tapered roller bearings • Journal roller assemblies



AUTOMOBILE BATTERIES NEED

We invite you to look inside

This Heater First Line Rettery is exactly like the Neuter bettery that started a 1951 model Studebaker 209 times after being completely discharged by the extensible starter and allowed to rest (or recuperate) for only 5 minutes. Its the seme battery that has been found in service after as long as 4 to 8 years. (nemoe of exmers on request)

New can a bettery stack up records like this? There's only one answer—it has — GUTS. All Heater betteries contain heavy full-length plates that have been inspected before accom-

bling into collo--- the separaters are made of the finest available woods and treated to remove resins and other fereign substances. Plates and separaters are inspected and assembled by hand "one at a time" to aliminate separater "splitting" a major cause of battery failures. Each cell is inspected and then "formed" by a time-tested blaster process. All cells are inspected again before they become part of the blaster battery. The completed battery is then charged, inspected and tested for power and charge before leaving the Bester plant. There is no warehousing of

Nector betteries, they are placed on trucks and delivered to your distributer immediately to assure absolute freshees.

New you know why we invite you to look Inside—why we invite you to check the "guts" of the Nestern

Hester furnishes free racks, free posters and signs and a complete bettery merchandising service. You too, can "Go" in the bettery business if you Startl and Go! with Hester.

See your local Hester distributor today for details

START! and GO! with HESTER

Manufactured by HESTER BATTERY MFG. CO., Mashville 10. 7cm.

"OUR TREMENDOUS INCREASE LUBRICATION BUSINESS

that Lincoln Lubricating

IS THE SMARTEST INVESTMENT WE COULD HAVE MADE"



made every square foot of our new building valuable. We planned our lubrication department to save space and time. Lincoln overhead Lubreels fitted the bill perfectly, allowing us to lubricate cars on both lifts at the same time.

complimenting us on the clean, modern appearance of our new Lincoln lubrication department ... and the tremendous increase in our business continues to assure us that Lincoln equipment was the smartest investment we could have made." "Our customers have all been



Plan for Profit



Lincoln Styl Engineered

Lincoln

the Most Trustworthy Name in Lubricating Equipment



You will know when you buy Grizzly-lined shoes! For your Grizzly Distributor now clearly brands each shoe with the Grizzly name and the Grizzly grade!

This complete product identification is only one of the services you can get from your Grizzly Distributor. He brings you also the most expert workmanship and fast, dependable service. And he carries a complete stock of the finest brake linings on the market—Grizzly SAFTIBOND-SYNCRO or SAFTIBOND-SILVERTIP for bonding . . . and Grizzly Syncro or Silvertip drilled and countersunk sets for riveting.

Get what you pay for-buy 'em branded from your Grizzly Distributor! Grizzly Manufacturing Company, Paulding, Ohio. Bear in Mind . . Ask for

Nationally Advertised!... Grizzly backs you up with "the liveliest advertising in the brake lining business," appearing regularly in The Saturday Evening Post and Collier's, and with the comprehensive Grizzly merchandising program.

Most Grizzly Distributors pack branded relined shoe sets in cartons. labeled with FMS Set No. and lining type.



Grizzly Drilled and Countersunk Sets Silvertip for deluxe

or severe service . . Syncro-Sets for standard duty. Individually boxed.







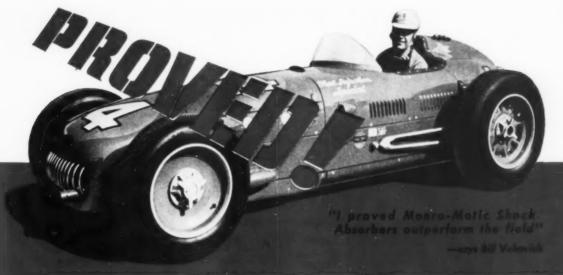
This handful of *power* has hundreds of *uses!*

ENGINE repair, body repair, accessory installation...this newest Black & Decker HOLGUN will speed up so many jobs in your shop you'll wonder how you did without it! It has 25% more power than previous models—a handle shaped for plenty of finger room—light weight (only 3¼ lbs.) that cuts fatigue—and compactness that's unmatched for drilling in close quarters!

See your nearby Black & Decker Distributor for a demonstration of its many advanced features. Write today for free, detailed catalog to: The Black & Decker Mfg. Co., 629 Pennsylvania Avenue, Towson 4, Maryland.

*Trade Mark Reg. U. S. Pat. Off.





BIGGEST MONEY WINNER

brings in the fastest cars!

brings in the biggest profits!

MONROE'S 30-DAY

The industry's most sensational, sales - producing plan. Dealers across the nation report shock sales and profits upped as much as 500%. It will pay you to try Monroe's 30-Day Free Ride Plan.



On the Indianapolis Speedway, Monro-Matics have proved their ability time after time to produce a winner. The four fastest cars in the 1953 "500" were Monro-Matic equipped.

Monro-Matics will win for you, too! They'll win friends for you because they make any car ride better than new. And they'll bring in the biggest, easiest profits of any item in your shop. Installed in as little as half-an-hour, Monro-Matics pay you up to \$15.00 profit per set. See your jobber or write.

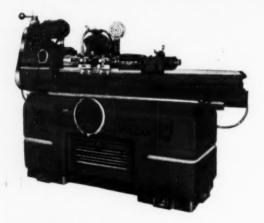
FREE! You are invited to a FREE showing of "Behind the Scenes at Indianapolis." Ask your jobber for date of showing.

MONROE AUTO EQUIPMENT CO.

MONROE, MICHIGAN
World's Largest Maker of Ride Control Products



LEADERSHIP



Model 75 CAMSHAFT GRINDER

Newest high-profit machine for automotive machine shops! Regrinds camshafts up to 90" with speed and precision. Same massive construction as famous S-V crankshaft grinders. Make NEW PROF-ITS offering this NEW SERVICE!

STORM-VULCAN Salutes The Leaders!

We are proud to salute the aggressive shops listed below on this page who are offering their customers this new CAM-SHAFT GRINDING SERVICE. STORM-VULCAN HAS MANU-FACTURED AND SHIPPED

100%

OF CAMSHAFT REGRINDERS MADE SPECIFICALLY FOR JOBBER MACHINE SHOPS.

These Purchasers Of Camshaft Grinders Are Reaping Leadership Profits!

AUTOMOTIVE PARTS & MACHINE SHOP CO. 722 Broadway, Fresno, California

NATIONAL WELDING & GRINDING CO. 2929 Canton St., Dallas, Texas

LITTERIO BROS. MACHINE SHOP 26 Social St., Providence, R. I.

WESLEY AUTO SUPPLY, LTD.
700 Portage Ave., Winnepeg, Manitoba, Canada

BORO CAR SERVICE 5011 N.E. 26th, Portland, Oregon ANCHOR ENGINE REBUILDING CO. 448 Grove St., San Francisco, Calif.

PADGETT AUTO PARTS 345 N. Central, Medford, Oregon

EDWARD T. SMITH 1244 Santa Fe, Denver, Colorado

REBUILDERS, INC. 100 International Road, Garland, Texas

JOBBERS CRANKSHAFT SERVICE 2205 Eastern St., Oklahoma City, Okla.

PAYS OFF!

The position of leadership in the automotive machine shop field is EARNED by the shops supplying the trade with new and improved machine methods. Throughout the years — in crankshaft grinding, cylinder boring, connecting rod reconditioning and others — Storm-Vulcan, Inc. has helped make leaders of those shops who weren't satisfied to keep doing things "the same old way". Today, this opportunity for leadership is greater than ever before. The demand for camshaft grinding and cylinder head milling continues to grow . . . and ONLY Storm-Vulcan offers the machines with which to meet this demand. Get the facts on these new machines now!

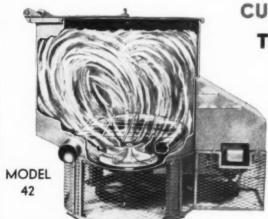
75%

OF ALL HEAD SUR-FACING MACHINES SOLD SINCE JANU-ARY 1, 1953 WERE S T O R M - VULCAN M O D E L 85 HEAD-MASTERS.

Model 85 HEADMASTER CYLINDER HEAD MILLING MACHINE

Mills average head in ten minutes or less! Positive control of stock removal. No guesswork, no distortion. Heat-free, dust-free milling method makes cylinder head resurfacing faster, safer and more accurate. Sets up in corner to utilize normally wasted shop space.





CUT CLEANING COSTS IN HALF!

There's A TURBO-BLAST PARTS
Washing Machine For
EVERY Cleaning Need!

Powerful agitator action of Turbo-Blast machines makes cleaning problems fade away. Model 42 has a capacity of 110 gallons of solution and cleans motor blocks and large parts quickly and thoroughly. Six standard models . . . a size for ANY cleaning need.

WRITE FOR FULL INFORMATION ON THESE MACHINES! STORM-VULCAN

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DALLAS, TEXAS



OTHER HIGH-QUALITY V-C SPECIALIZED AUTOMOTIVE CLEANSERS



V-C FIT*: Fast-acting, non-streaking, non-spotting car-washing compound. Safe on delicate waxed finishes.



V-C ROY R: Economical, concrete cleanser for garage floors, service station aprons, machine shops, etc.



V-C ZIP: Heavy-duty steam cleaner for use on tough surfaces. Strips paint, excellent for use as a vat cleaner.



V-C JET: Medium-duty steam and vat cleaner for all-around use. Does not clog steam coils, pumps or hose nozzles.



V-C QUICK®: Light-duty steam cleaner for delicate surfaces. Safe on most metals. Ideal for mild vat cleaning.



V-C CEL: Water conditioner for use in solution tank of steam-cleaning machines. Increases efficiency in hard water.



ALL V-C CLEANSERS are products of careful research, scientific blending of the highest-quality raw materials and special manufacturing skills. Cleansing is easier, faster and more economical with non-caking, non-dusting granulated V-C Cleansers because of their built-in quality. Ask the man who can prove it to you, your V-C Cleanser representative.

*Reg. Applied For

Sold through leading Automotive Supply Houses

VIRGINIA-CAROLINA CHEMICAL CORPORATION

Chemicals Division: 401 East Main Street, Richmond 8, Virginia

NEW 20 IMPACTOOL

This MIGHTY MITE is a real Multi-purpose tool

The new 2U Impactool will do all these jobs-and do them

- · run and remove nuts
- drill
- ream
- · tap
- · drive and remove screws
- · drive and remove studs
- · saw holes
- · drill masonry
- · bore wood
- · extract broken studs

· run wire brushes

This newest and lightest Impactool has the time-proven Ingersoll-Rand impact mechanism that has an unmatched reputation for power and dependability in both air and electric Impactools. The "rotary" impacts do all the work. There's no kick or twist to the operator and the motor can't stall or burn out.

Ask for a demonstration of this new powerful little Impactool. You'll find it featured by leading automotive jobbers and industrial distributors from coast to coast.

SPECIFICATIONS

Capacity, bolt size 1/4" Weight, less cable 5 lbs Free speed 1750 rpm Impacts per minute Square Socket Driver Standard Voltage

110 volts AC-DC

11 Broadway, New York 4, N.Y.

Originators of Impactools-Air and Electric



SPEEDS . .



Id.C. Weetherol

President
WESTBROOK-REYNOLDS, INC.
TEXARKANA, ARKANSAS

YOU'RE

"I've traveled many roads in the battery business, but I've yet to find a battery line that has the acceptance Auto-Lite does," reports H. C. Westbrook.

"Auto-Lite's big talking points, the original equipment market, national radio and television programs, national magazine and farm paper advertising,

plus 'Operator 25' service, add up to a profit-packed program that dealers take to 100%.

"Dealers soon find out, too, about the extra profits they get with the premium 'Sta-ful,' and we find extra business knocking at our door."

AUTO-LITE BATTERIES

ALWAYS RIGHT WITH AUTO-LITE



The Line YOU Depend on is important, too!

For a COMPLETE bearing line
...depend on FEDERAL-MOGUL



CASCO ...

the matchless light



When Casco introduced its original electric car lighter 28 years ago, practically every car manufacturer of the times was quick to adopt it. They foresaw what its convenience would mean to car owners. They had keen perception of what Casco's new lighter could contribute to driving safety. And they had confidence in Casco's ability to keep on manufacturing lighters of the highest quality and dependability while public acceptance skyrocketed to overwhelming consumer demand. That confidence has been justified as Casco has, in August of 1953, produced its one hundred millionth car lighter! Truly, the Casco lighter can be called the familiar servant of the American motorist, found as standard equipment in 4 out of 5 cars on the road today—and sold by practically every automotive accessories retailer in the country.



· Originator of the Automatic Pop-Out Lighter and other famous automotive accessories · BRIDGEPORT 2, CONN.

today...more than ever

Safety Rated IS IMPORTANT TO YOU!

Five years ago AMCO emphasized the need for a top-quality brake lining at a top-value price. We have continued to develop this program over the years and today AMCO "Safety Rated" Brake Lining rates higher than ever before. It rates high in terms of profits because AMCO "Safety Rated" products represent a complete line of moneymakers ready to deliver the kind of performance that builds a sound replacement business. The heavier cars, faster speeds and automatic

transmissions of today give every segment of brake lining a tougher-than-ever job to do. That's why today those words "Safety Rated" are more important than ever to you... "Safety Rated" by extensive engineering and field tests under most trying operating conditions... "Safety Rated" by 25 years of original equipment service to America's great car and truck factories. Detroit engineers select AMCO Brake Linings for three of the five most popular cars today — There's a reason!...



Safety Rated BRAKE LINING

assures an extra safety factor with LESS FADE and LONGER WEAR, without sacrificing the comfort of soft-pedal action.

Safety Rated FAN BELTS

deliver the extra service required by modern 12-volt systems and higher engine speeds. They're PRE-STRETCHED to MINIMIZE POWER LOSS!

Safety Rated radiator hose

has greater STRUCTURAL STRENGTH to withstand the higher pressures and heat developed by today's automobile engines.

Get the full AMCO Safety Rated story...see your AMCO Jobber or write: Asbestos Mfg. Co., Dept. R, Huntington, Ind.

UTHERN OMOTIVE URNAL

Covering Automotive Sales and Service

Vol. 33

NOVEMBER, 1953

No. 11

Contents

Automotive Wholesaler—Essential Link in Distribution	6				
Plans for Strengthening Automotive Wholesaling	62				
The Jobber—"Test Tube" of the Industry	63				
Paying for Repairs by CAS	64				
What's New in Automotive Wholesaling	66				
One-Stop Source to Supply You	68				
Kingpins of Good-Will	65				
School Days	70				
A Day in the Life of a Top Salesman 72					
Build New Volume with New Products	74				
DeSoto Goes to 170hp	76				
The 1954 Chrysler	77				
That "Fall Special"	86				
Getting the MOST Out of Welding	88				
Wiring Diagram for 1954 Hudson Jet	90				
Wiring Diagram for 1954 Hudson Hornet and Wasp	91				
Wiring Diagram for 1953 Nash Rambler	92				

DEPARTMENTS

News Spotlight	59	Shop Talk 98
News Briefs	78	Nutbuster Letter100
Southern Jobbers	82	New Products74
Specifications 94,	96	Time Savers142

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CUSTOMER CONFIDENCE BUILDS REPEAT SALES

Dealers and distributors who sell 100% Bradford-Pennsylvania Veedol Oil will tell you it's a product that wins steady customers and is highly profitable to handle.

For Cars and Trucks - High Detergency Veedol, "The World's Most Famous Motor Oil," is one oil designed for top performance under all driving conditions. Veedol's exclusive "Film of Protection" actually cleans motors as they run . . . protects bearings against corrosion and assures a smooth, powerful, easy-running motor.

For Tractors - 150-HOUR VEEDOL TRACTOR OIL is made specially for tractors! Its excellent quality is readily apparent to tractor owners because Veedol stands up for a full 150 hours service in gasoline fueled tractors and cuts oil consumption in all tractors regardless of fuel used.

Veedol Oils and Greases are sold through independent distributors and carry a full margin of profit. Write for information today!



Instead of simply saying the industry is learning it pays to say

Sealed Power Kromex

3 vital surfaces chrome-faced

Top compression ring is chrome-alloy cast iron with SOLID CHROME face, factory-lapped to a light-tight finish, with Granosealed sides for flexibility.

2 Side rails of MD-50 oil ring have SOLID CHROME faces. Granosealed sides for flexibility. Hundreds of thousands of cars have proved this ring best for oil control even in badly tapered and out-of-round bores.

3 All rings in Sealed Power KromeX Ring Sets are beveled or tapered to thread-line contact for quicker seating and blow-by control.

FRICTION, ABRASION CORROSION

the four worst enemies of piston-ring life

25
MAJOR ENGINE
BUILDERS
use
Scaled Rower
chrome rings!



MD-50 STEEL OIL RING

The only ring with the Full-Flow Spring

Best for oil control even in



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS! BEST IN OLD CARS!



Repairmen who want more shop volume can blame only themselves if their wants aren't coming true. A couple of months ago we reported the results of inspections in Virginia, which showed a high percentage of motor vehicles operating on the highways despite needed repairs and services. Now comes proof that the Commonwealth of Virginia has nothing exclusive. Col. Homer Garrison reported to the Texas Automotive Dealers Association last month that the Texas Department of Public Safety, of which he is the head, uncovered these statistics in the first week of inspections under the new and less-toothy inspection law: Of 24,291 cars and trucks inspected, 4,516 needed no attention, 12,066 required headlight adjustment or repair and 2,433 required brake adjustment or repair.

Are you lazy? Or are you being flooded with customers

coming in for what you have to sell? One or the other would seem to be the case, unless you're blind to your potentials. Capt. A. S. Windham of the Mississippi Highway Patrol added weight to the above figures when he told the convention of his state's franchised car dealers last month he visited 110 service stations with a broken spotlight, yet not one suggested a replacement. This experience put him in the position of urging the dealers to instruct service personnel on selling motorists on the

importance of safety repairs. Actually he was telling his listeners why they should boost their gross shop volume (and, incidentally, make more money!).

"Wheel and deal" franchised car dealers throughout the South and Southwest — and the entire country generally — have been reaping scowls from many of their fellow dealers. One factory especially has been driving its dealers to peak new-car sales. The biggest dealer in one Southern state handling a certain low-priced popular car advertised he would sell 100 cars in two days. He sold 68 in fast time, at heavy discounts or overallowances, and was not exactly the most popular lad present when the monthly meeting of that city's dealer association was held the next day. His fellow dealers were boiling mad, in view of previous

understandings that such rat-race tactics would be avoided.

The nation's Mr. Car Dealer, President "Bob" Armacost of the National Automobile Dealers Association, a Studebaker dealer of Kansas City, told the Texas dealers' convention last month: "I am deeply concerned about the operations of the 'wheel and deal' boys, these one-day sales and the type of advertising that is being done. NADA has spent thousands of your dollars telling the public how ethical we are, but almost irreparable damage has been done during the past six weeks. The whole economy began to slip when our industry showed a trend. It used to be that ten per cent of our people were the 'wheel and deal' type but I think that is reversed and nearer 90 per

cent of dealers can now fall in that classification."

The AUTOMOTIVE WHOLESALER
Essential Linkin Distribution

Production of cars and trucks this year will rank second only to the record set in 1950. Cars will exceed 6.000,000 and trucks passed the millionth mark last month. For next year, production is expected to be off perhaps ten per cent, ranging around 5.500,000 cars, if you are to believe what some factory sales chiefs are saying.

Falling used-car prices have been accompanied steadily this year by a decline in the number of used-car dealers. Past President Jim

Downing of the National Used Car Dealers Association asserted last month the number of these dealers would be down to around 15,000 at the year's end, compared with 17,000 in mid-October.

The best ad to move used cars is one in the newspaper giving ample details, not one listing a hodge-podge of units with minimum description. That's been found to be true in a typically Southern city, Laurel, Miss., by Oldsmobile Dealer B. J. Martin, who has experimented extensively.

Hail, the Wholesaler! This month we salute the wholesaler — the man who keeps his bins loaded with all sorts of parts, chemicals and accessories and provides for you the equipment to speed repair and service jobs and thereby increase your profit.

Give your customers the EXTRA CONFIDENCE of Grey-Rock Balanced Brakes



For riveting or bonding — every piece factory branded for your protection.

Consistently advertised in

POST and Country

CAR AND TRUCK OWNERS
KNOW THE GREY-ROCK NAME



When customers see you use Grey-Rock, they know they are sure of getting a first-rate job. They know the Grey-Rock name...a name backed by year after year of consistent national advertising. And they know that Grey-Rock balanced brakes mean brake performance they can trust!

SAFE STOPS, GREATER MILEAGE



Even in the same brake, different shoes do different work. It takes a balanced combination of different brake linings to equalize wear and to provide sure, safe stops for many thousands of miles. Balance is not just a matter of high and low friction linings; it is the result of using many different linings in combinations properly engineered for each make and model. This balance principle, pioneered by Grey-Rock more than 20 years ago, reduces adjustments and comebacks . . . assures a better profit on each job.

THIS TAG IS YOUR ADVERTISING



This tag, packed with every Grey-Rock Balanced Brakset, is ready for you to snap on the dash of your customer's car. It tells how your expert workmanship combines with Grey-Rock balance to deliyer a better brake job. It marks your shop as headquarters for brake service!

See your Grey-Rock jobber for FACTORY-BONDED SHOE EXCHANGE

My Grey-Rock makes

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings Fan Belts • Radiator Hose • Industrial Rubber Products • Rubber Covered Equipment • Asbestos Textiles Teflon Products • Packings • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls



Patomotias Patamenu Parimenu

NOVEMBER, 1953

Handling one of the most comprehensive and technical of all wholesale lines, the automotive parts and equipment wholesaler may stock anywhere up to 60,000 different items. His typical catalog is more than 20 inches thick; it lists the specifications for these thousands of different items made by many factories scattered over the entire country.

The Automotive Wholesaler

...essential link in distribution

W HEN Joe Doakes finds that his Whoozit car has broken down, in a small community far from home, he calls on the nearest repair shop for emergency service.

The problem proves to be a little complex. New bearings are needed; and in that particular Whoozit model more than 20 different sizes of bearings are used. Still, the needed parts are found, in a whole-saler's stock only a few miles distant—and in almost no time at all the Whoozit is humming merrily on its way as Joe continues to work his territory.

In this case Joe Doakes is the beneficiary of an amazingly efficient system of keeping the wheels rolling on more than 50,000,000 motor vehicles.

Servicing the nation's gigantic motor transport fleet—furnishing prompt and dependable service in small town and big city alike—is the vitally important work being done by a host of car and truck

dealers, independent repair shops and other automotive service establishments scattered about over the entire country.

It is a task of almost incredible magnitude, considering the fact that there are some 2,800 different makes and models of motor vehicles and engines which require repair and maintenance service.

This vitally important work could not possibly be accomplished if it were not for the efficient service rendered by the parts and equipment wholesaler. For he makes possible the orderly and economical distribution of parts, shop equipment, tools and supplies from factory to retail sales and service outlet.

There are some 9,000 of these automotive whole-salers, including branch houses, over the entire country—some 3,000 of these in the 19 Southern and Southwestern states served by SOUTHERN AUTOMOTIVE JOURNAL. They make easily available to the smallest and most isolated communities the parts, equipment and supplies needed in servicing the motor vehicles housed in or traveling through their respective trade territories.

To give assurance of prompt service for these motor vehicles, the parts and equipment wholesalers carry inventories normally valued at about a halfbillion dollars. The typical wholesale stock includes many thousands of different items. The stock is, for

the most part, highly technical; it requires the services of trained parts specialists to determine what should be carried in stock and to help the customer find what he needs. A modern stock control system must be used to give assurance of a balanced inventory.

In this issue we salute the automotive wholesaler, essential link in the distribution of the parts, tools and equipment needed in servicing the nation's fleet of more than 50,-000,000 motor vehicles.



Plans for Strengthening Automotive Wholesaling

- 1. Keep our money in the business
- 2. Develop managerial ability
- 3. Promote our trade associations

By J. B. WILSON*

The independent merchant will always be here unless the country goes entirely socialistic—and it won't. And where there is the independent retailer there will invariably be found the independent wholesaler to serve him. The automotive industry is no exception.

While I am addressing these remarks to the automotive wholesaler, I venture to suggest that, for the most part, what I will say applies to the service station and garage owner whose interests are hand-in-glove with the wholesaler—and vice versa.

In spite of the inroads which have been made on the replacement market by the oil and rubber companies and the car manufacturers through the so-called "controlled" channels, the automotive houses which supply any and all retailers, including the "controlled" outlets to some degree, have continued to prosper and to multiply.

Lest this important segment of this great automotive industry become complacent, however, it is well that we be mindful of the circumstances which have played an important part in the growth and prosperity of the automotive service wholesaler. Most of the substantial concerns of today were born in the lush and formative period of the automotive industry shortly before and during the roaring twenties. Many were saved by the sellers' market of World War II period and sustained by the inflationary era of the Korean War. the peak of which most economists feel we have now reached. Thousands of additional automotive jobbers entered the market immediately after World War II. Some of these have made themselves secure and others will have to do some cautious steering when the inevitable squalls hit our erstwhile fairly calm and navigable seas.

I would presume to suggest these three courses of action of particular importance at this time for the preservation and development of the independent automotive wholesalers' business:

First, keep our money in our business. In connection with my efforts as president of the Automotive Wholesalers of Texas during the past two years, I have talked with many successful jobbers over the country who are making investments outside of the business which made the money. Some are investing in farms and ranches, a few in annuities, and many in businesses which are foreign to their own. Still others are venturing into the do or don't area of oil leases and margins in





*As this was written the author was in his second term as president of the Automotive Wholesalers of Texas, an organization which has grown substantially in members and influence during his two regimes. In addition, he is president of Gulf Distributing Corp. of Houston.

stocks. This is perhaps not to be censured, provided sufficient liquid assets are reserved to make the business secure against all reasonable odds.

But why should we not satisfy this healthy spirit of adventure in our own businesses? Our automotive jobbing business lends itself well to careful expansion either in lines or area, or both. Perhaps, also, we need a new building, one with ample parking space so well exemplified by the aggressive merchants in the food and department store fields. Maybe our fixtures need a "new look."

I have a good friend in Houston who made a comfortable fortune in merchandising who tells me that it was his policy to completely replace his fixtures every three years. It is generally considered better to invest our money in our own judgment and management than to bet on the other fellow's

2 Secondly, we need to develop management in the firm. A business in a community is no greater than the stature of the man who bears the title of manager. Gradually and surely, the size of (Continued on page 106)



*President of the North Carolina Automotive Wholesalers Association and president of Mac's Auto Parts Co.,

Wilmington, N. C.

fore car manufacturers produced

a bus not equipped with power

brakes. But there was a time when

none of them was so equipped,

It is hard for any of the present generation to visualize riding on

their sedans, coupes, etc.

The AUTOMOTIVE WHOLESALER Essential Linkin Distribution

and the first equipment of that kind was sold by brake distributors, parts jobbers and the like.

Back in the early thirties the big trailers that hauled farm produce from Florida, Georgia and the Carolinas to northern markets had no semblance of a brake. Some safety - conscious owners had brakes installed, but it took the enactment of compulsory vehicle safety laws to compel the installation of brake systems on these big jobs. That meant backing plates, brake shoes, all the component parts, and the power units.

It was foresight and ingenuity of the unit manufacturer and an appreciation by the jobber of the need and salability of these items that got them into the possession of the vehicle owner. But in all cases they had to be sold and it was the jobber, with his thousands of contacts, who did the yeoman job in that respect.

The present-day shock absorber is a far cry from the Gabriel snubber. But in the day of dirt roads with their ruts and their bumps, the snubber was a terrific improvement over the non-existent shock breaker with which the cars of those days were equipped.

Even bumpers and grille guards, common original-equipment items today, were once "extra equipment," and sold by the thousands to car dealers, service stations, etc., by automotive parts jobbers.

It was but a few years ago that the writer had the pleasure of riding in a truck with the inventor of a power-steering unit. It took the labor out of handling the "big jobs." The first of these units, too, were sold and installed in the field. Power steering is now either standard or optional equipment on some passenger cars and nearly all big trucks.

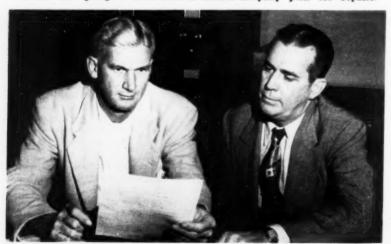
(Continued on page 134)

CAS FINAR PLA REPAIRS-ACCESS

Morris (left), who led in approvals, tells a customer about CAS.

The AUTOMOTIVE WHOLESALER Essential Linking Distribution

Liljedahl (left), finance firm manager, and Campbell, committee chairman, discuss the garage-to-wholesaler-to-finance-company plan for repairs.



Paying for Repairs

THE Certified Automotive Service plan of promoting and financing repair shop volume, announced earlier by the Automotive Engine Rebuilders Association, has taken solid and profitable form in San Antonio, Texas.

Following the starting splash of a three-quarter-page newspaper advertisement on Sept. 21, two-aday continuous radio spots beginning then and the same newspaper advertisement again on the 23rd, interest in the plan has been growing steadily among repair shops.

The same story can be told of increasing interest in other cities where wholesalers have made this national plan available to their accounts.

Through Sept. 30, the end of the month, 50 loans averaging \$138 each had been approved for customers of some of the 185 garages and service stations that had originally signed up for the CAS franchise in San Antonio.

By the end of business on Oct. 7—barely two weeks later—the garages and service stations participating had increased to 239 and 24 more applications for loans, for an average of \$130 each, had been approved. All of these loans originated with customers of garages and/or service stations and

were cleared in the approved CAS manner — garage-to-wholesaler-to-finance-company and back over the same route. Loan amounts may range from \$25 to \$2,500.

Ken Liljedahl, manager of Pacific Finance Loans, the only firm handling CAS in San Antonio, predicted that October CAS business would amount to \$18,000, perhaps \$20,000. The rate at which applications were being received had forced Liljedahl to increase personnel by one girl he had not foreseen the need for and by one man he had not intended to add for another 30 days.

Enthusiasm Ran High

Otherwise, there was high enthusiasm for CAS throughout participating segments of the industry in the Mission City. Franchised independent garagemen and service-station operators praised the plan for doing what AERA promotion said it would do. Members of the sponsoring organization. San Antonio Automotive Wholesalers, Inc., were equally enthusiastic, with Howard Campbell, engine rebuilder and chairman of the sponsors' committee, offering a word of caution to the effect that much missionary work remained to be

Anyone who analyzes the number of loan applications for September, compared with the number for the first seven days of October, might conclude that the rate fell off in October.

But, including Sept. 21, the day of announcement, there were eight business days over which to spread the 50 approved applications for that month, since the finance company is closed on Saturdays. In October there were seven business days over which to spread 24 approved loans.

However, Liljedahl says that for some unexplainable reason, finance companies make few if any loans on Thursdays and Fridays, the big finance company business days being Mondays, Tuesdays and Wednesdays. Therefore, the 50 loans of September were processed over a period of six days while the 24 loans for October were processed over a period of only three

by CAS

days. Furthermore, some loans were approved starting as early as Sept. 14, before the plan was introduced to the public.

The finance company manager is not alone in pointing to the attractive interest-rate features of the San Antonio plan. Garagemen and wholesalers who have had experience with similar plans say that keeping the carrying charge down is responsible for popularity of CAS from the outset in San Antonio.

Here, with a loan of approximately \$100, payments run \$10 a month for 12 months. But if, because of injuries or illness, the customer is unable to meet his obligations, insurance features take care of that, paying him direct a total of \$15 a month, or half again the amount of his monthly payment. If the customer dies, insurance pays off the loan.

Evidence that the San Antonio project had not yet gathered momentum exists in the fact that one independent garageman had, by Oct. 7, put through 25 successful applications for loans to his customers. Thereby, he accounted single-handedly for one third of the loan volume under the plan up to that date.

He is Jim Morris, Morris Garage, Body and Paint Shop, who operated one garage before entering DATE OF STATE AND ANY AND ANY

A three-quarter-page newspaper ad sparked the inauguration of the plan.

military service and has opened the second location since his return. Morris is unrestricted in his praise of the CAS plan as conducted in San Antonio.

"The plan has certainly worked out with great satisfaction for me," he said.

"I've used one plan and another at various times, but this is the best one yet because the interest rates aren't too high. That was the trouble with other plans.

"Furthermore, the finance company takes risks that I wouldn't personally want to underwrite. Of course, the finance company is in that business, has the personnel and the facilities; whereas, it would be a nuisance to me to have to go out and collect. By handling

(Continued on page 138)

Smith, operator of a tune-up shop, calls the finance plan "wonderful."



These garagemen, who were among 225 at a preliminary meeting, are (l. to r.): A. C. Schneider, George Baumann, Henry Rose, Ed Rips and R. D. Boyd.





If we were to ask the question, what's new in automotive jobbing today, we could come up with more innovations than you have fingers, toes and ribs.

There are, for instance, new methods of distribution. Of course, the old manufacturer-to-jobberto-dealer double-play triangle is with us, and is still the most popular and effective way of getting coverage and volume. However, a new toss-around-the-infield to tire companies, major oil companies and national fleets has been added, giving the old-line jobber some new ground rules to play by. Sometimes he is up against an opponent more interested in volume than in maintaining the suppliers' price schedules.

When a small-town oil company agent has been thoroughly worked over by his supplier's parts and accessories salesman, and finds the warehouse at his little bulk plant bulging with filters, spark plugs, lamp bulbs, automotive chemicals and dozens of items other than petroleum products, he begins to figure out just how he is going to move this merchandise onto the shelves of his service-station outlets. It matters not to him if it takes a little or a lot of price flexibility to do it, for he can be as stretchy as a wad of bubble gum if that is necessary to turn all these little knickknacks into something he can carry downtown clipped to a deposit slip

Naturally this does not make it easy for the jobber's man working in this agent's bailiwick to sell the trade these same lines at the established prices. And don't for a minute think that this oil-company agent is going to confine his cut-price sales campaign to his controlled outlets, for if he hap-



By MARTIN G. SILLIMAN
President, Orlando Consolidated Co.
Orlando, Florida

pens to be long on merchandise and short on cash he will work every account in the town and also the surrounding territory that his tank truck covers.

The mad rush to add new sales outlets has, in the past few years, built up for some manufacturers a behemoth over which they have very little control as far as price maintenance is concerned. For neither do they have the manpower to police their sales territories nor do the Fair Trade agreements which many of them have had signed serve as an effective stopgap to a price situation on their products that most of them would honestly like to clean up.

However, efforts to run down jobber complaints of price cutting are usually too spasmodic or halfhearted to accomplish much. After all, if the manufacturer is getting a satisfactory volume at the distributor level you cannot blame him much for not being overly solicitious about whether or not his suggested resale schedules are being lived up to in the field.

The manufacturer's sales manager who makes the statement that his outfit has no price-cutting problem in the field really ought to cut off the air-conditioning in his comfortable cloister and get out where the fresh air can touch him. Then if he will just put some new batteries in his hearing aid and turn it on, he may hear some things about prices on his line that will surprise him. He may also hear a lot of his jobbers talking more about profits than about volume: more about costs than quotas. If he listens real carefully he may even hear some of his good accounts say they are about to drop his line in the alley because of the multiplicity of distribution, short profits and lack of cooneration

And speaking of cooperation reminds us of something else that is new nowadays. We are thinking of a new type of manufacturer's representative who is circulating among the trade. He generally has so much territory and so many accounts to call on that he can do little more than pop in and out of the jobber's place. As for checking stock and suggesting new numbers to add to his line, or looking over the catalogs to see that the information on his merchandise is the latest available, he doesn't ever seem to get around to it. He is usually so hell-bent to get to the next town that if you suggest that perhaps he could make a few dealer calls with your salesmen, he will generally tell you he plans to spend a few days with you his next trip.

He is not always to blame, for

he may have been loaded with twice as much territory and twice as many accounts as he can possibly work, and spends most of his time trying to keep up with the route he has sent in to his sales manager.

Of course, we still have a few old timers left who came up through the ranks and whose early efforts in the field are responsible for the distribution and volume of sales that their companies today enjoy. They know what inning it is and what the score is. Passing out information on their line, and cooperating with their jobbers in any way they possibly can, is the way they operate; and the results they get are the best indication of whether they know what they are doing. For these men we are thankful and we hope they will be around for a long time.

The past few years have also seen a change in our dealer trade. Our customers today are certainly something new and different from those of a few years back. Some of you can remember when there were no large fleets, and when the business houses who operated a few trucks farmed their repair work out to local garages which collected full tariff for their



labor and, believe it or not, full list price for the parts used. As new roads were built and truck transportation became increasingly feasible and economical, more and more commercial units were put into service, and the need for better facilities to service them—particularly for those people who owned several—became increasingly apparent. Soon the owner of the truck threw up a shed behind his place of business, bought some shop equipment, hired a mechanic—and the fleet repair shop was born.

The growth of these fleet maintenance shops has been phenom-



There's a net loss — no profit — on many "hot-shot" deliveries of small orders, says the author. The example he cites shows how the wholesaler would save money by giving away some merchandise, provided a customer would come for it and not demand quick delivery miles away.

enal, and today some of the best managed and most efficient service operations in the field are those conducted by our large fleet owners. Many of them have become the jobber's best outlets for replacement parts, tools and shop supplies, since they are not hampered in their purchases by any inhibitions, factory-imposed or otherwise. Almost invariably they are good credit risks and nice to deal with.

Today we also have another type of customer — and we all have some of them — that wants to buy at wholesale prices but in retail quantities. He is always an old "one-or-two" boy, regardless of how the merchandise is packed. Of course, he wants you to give him the full carton price, but buying an unbroken package of anything is against his principles.

He is almost always the same guy that sucked so many jobbers into the 15-minute hot-shot delivery racket. You all are acquainted with this bird and you know how he operates.

Typical is the phone call for a set of ignition points, a condenser and a coil, with the request that they be sent out at once; and if you can't he knows somebody else who can, etc. Remember how you fell for this, and after a while your delivery truck came back with your driver carrying the glad tidings that Mr. Ignition Expert found

he needed only the points and condenser?

Boy, did you come out fine on that deal! You wound up with a \$1 sale, a possible 26¢ gross margin and a net loss on the deal. Wonder if you have any idea what it cost you to make that delivery to Mr. Fat Spark? Well, it was somewhere between 50 and 60 cents - or even more - and if you don't believe it, get a nice sharp pencil and figure it out for yourself. Don't overlook such little things as the cost of the truck. license, insurance, depreciation, gas and oil, and driver's salary, Just like your last Saturday's golf score, it sure adds up, doesn't it?

And, too, we must not overlook the customer who thinks he is dealing with a dress shop or department store that sends merchandise out on approval. You are all well acquainted with this specimen. He is the one who won't buy a set of crankshaft micrometers, and when he gets a bearing job down, he asks you to send him about three sets of connecting rod bearings in various undersizes so that he can decide which ones he needs, and can return the others. Of course, he will send them back to you in salable condition - that is, all but the ones that he tried on the crankshaft, and to these you will find that he has added something in the way of scratches

(Continued on page 130)

The AUTOMOTIVE WHOLESALER Essential Linking Distribution

— One-Stop Source to Supply You

EXACTLY 177 years ago, a rumor came out of the state of Rhode Island that a tack maker by the name of Jeremiah Wilkinson had perfected an invention that would boost the production of tacks by several thousand tacks per man per day.

The principle propounded in Jeremiah's invention led to the development of the modern automotive wholesaler as we know him today.

Actually, what Jeremiah had discovered was that he could place a dozen bits of metal in a vise and that by hammering them with a broad-faced hammer, the heads could all be pounded at the same time. The product was more uniform, less expensive and Jeremiah could pay his workers better wages.

Less than 20 years later, Eli Whitney, inventor of the cotton gin, not having made any money on his invention, took a govern-

By NATHAN M. ROBERTS*

*Executive secretary of the Automotive Wholesalers' Association of Alabama, who has been permitted by his group to aid in the forming of other state associations for wholesalers in the South and in Michigan.

ment contract to manufacture 10,000 muskets for the United States Army. Eli hit on the idea that instead of letting each worker make an entire musket, he would increase production by systematically planning each operation and having each worker make only one component part of the musket.

So far as we know, this was the first mass production in America which depended upon the principle of uniformly accurate interchangeable parts — a principle upon which the modern automotive wholesaler is completely dependent.

It is difficult to realize how production and marketing have changed, developed and evolved during the past 50 years. The principles of mass production at lower cost, plus better engineering through close tolerances, which we have credited to Jeremiah Wilkinson and to Eli Whitney, are everywhere manifested in the mass distribution channels of automotive wholesalers.

It was at first considered that these principles could only be used on large articles and it took many years of development and of cooperation and coordination to make it possible on small items.

Take a Look at Rings

For example, a piston-ring manufacturer situated in rocky New England may have all the know-how, machine tools and experience to manufacturer piston rings for all makes and all models of compression engines. An adequate stock of piston rings for all makes and all models would require only very limited shelf space. This manufacturer, in order to stay ahead competitively and to test the new types of steel, machining devices and further develop research, needs wide distribution.

He cannot possibly maintain a full staff of competent craftsmen plus the necessary research workers without wide distribution. It is economically impossible for him to individually establish stores in each city, village and hamlet. To get distribution of this kind he sells through the modern automotive wholesaler.

The modern automotive wholesaler might be compared with a giant department store, the only change being that each department is called a "line." Each "line" is

(Continued on page 104)

Managing a live-wire organization like the Automotive Wholesalers' Association of Alabama keeps "Nate" Roberts hopping in many ways.



Kingpins of Good - Will



The author, shown here with his territory men, tells in Aesop-fable fashion the importance of a jobber salesman.

Many years ago there was a storyteller named Aesop and even today in our 20th century the "fables" told by this gentleman are still very well known.

It seems that there was one very significant thing about an Aesop fable: the story itself was fairly interesting despite the fact that the old codger used animals as his principal characters, but most important was the fact that each story had a "moral" that could be readily applied to human conduct.

Leaning heavily on Aesop's style (which I am sure must be reasonably safe as surely all copyrights have expired by this time), may I relate a few stories, each of which carries a significant moral. Don't worry too much about missing the point, as the editor of this publication has been requested to use italicized type.

Shortly after this year's adoption of the 12-volt ignition system by some of the vehicle manufacturers, I was making a routine call with our best jobber salesman. We had completed our visit and we were making our departure when the service manager to whom we had been talking asked a normal question but followed it with what seemed to me to be an un-

By W. H. ROCKAFELLOW*

usual order. The conversation went something like this:

"Do you have any 12-volt battery chargers in stock?"

"Yes, sir! We've got several on the floor right now. I noticed them when I left the store this morning."

"Well, when you get back to the store how about sending me one down so I'll have it this afternoon."

When we left the customer's place of business, we pulled over to the side of the road.

The AUTOMOTIVE WHOLESALER
Essential Linkin Distribution

I remarked, "That's the darnedest equipment sale I ever saw made in my life."

The jobber salesman laughed and said, "It's a funny thing but a great many of my equipment sales are made just that way."

"Let me get this straight," I replied. "You hadn't previously tried to sell him a battery charger?"

"No, our stock just came in yes-

terday," the salesman answered.

"He didn't know what make we handled nor did he ask to see a picture," I continued.

"No, you were there; you heard the whole conversation."

Still bewildered, I said, "He didn't even ask the price."

Smiling at me the salesman answered, "He didn't have to. He has done business with our company through me for a long time. He knows that I've had offers to work for competition and since I haven't taken them, he knows how I feel about our company. He knows that other items he has purchased have been top-quality merchandise and therefore the battery charger probably is also. If it isn't, he knows that we'll make it good, even if the manufacturer doesn't. He knows that our prices have always, even in the war years, been fair and competitive. What more does he need to know?"

"So he gave you the order," I mused as we pulled away from the curb. "Well I'll be darned!"

Moral: The salesman is king. All the good-will possessed by a parts distributor is in the jobber salesman's hands to build or destroy.

One of our valued customers once told me that in the course of one week's time his business was solicited by 20 jobber salesmen, yet the bulk of his parts business was given to only two. To a slightly greater or lesser degree, this is a very common situation. Why?

The answer is obviously that the jobber salesman is the customer's (Continued on page 136)

ias - Carolinas Automotive Wholesalers Association and president of The Parts Co.,

*President of the Virgin-

Columbia, S. C.

**I wouldn't take \$500 for what I learned at a two-day school on power brakes."

That's what one veteran mechanic—a mechanic interested in keeping up with the new servicing angles in this business—wrote President Edw. MacClements after he had "graduated" from one of the many training schools for servicemen held over the last several years by Carolina Rim & Wheel Co. at Charlotte, N. C.

The school represents a vital service rendered by jobbers to the trade. Many wholesalers arrange for, or directly conduct, such periods of instructions in an effort to help their trade stay abreast of





Instructor (above) points to a diagram dealing with voltage generated in a revolving coil. Individual tutoring at equipment (below) then follows.



the changes which frequently bob up on the brand-new nineteenhundred-fifty-something Whatzis.

Whether it's ignition changes occasioned by a switch to 12 volts, a new automatic transmission, power brakes or power steering, from time to time you hear of jobbers who are providing instructions for the retail trade.

Usually the charge is almost nothing—like the \$5 "entrance fee" required by Carolina Rim & Wheel. That's designed more to assure the applicant's appearance on the day school opens than it is to make even a stab toward offsetting the costs. The Charlotte school represents equipment which cost this wholesaler nearly \$15,000.

Try Their Hands

The training includes a lot of bare-handed time, in which students disassemble and reassemble the generators, motors or other subjects under discussion. Toward the end of each class, the instructor-who usually has been factorytrained-hands each member of the class a problem in the form of a "job" which isn't working right. The instructor has seen to it that the item has some trouble and he knows what it is; it's up to the student to show how rapidly he can apply his newly-learned knowledge toward solving the ail-

Whether these schools are directed by a jobber's employee or by persons sent from the factory, these men themselves are kept abreast of any new changes by so-called "postgraduate" courses conducted by the manufacturers. This requires that these men return to

the factories for additional instructions from time to time.

One electrician with more than 15 years' experience told Mac-Clements he got more out of the recent school he attended at Charlotte than he ever realized he would get, even though he had attended Army electrical schools. Later this mechanic sent his son to the school.

"One student had been merely an electrician's helper," recalled Sales Promotion Manager Bob Simmons of Carolina Rim & Wheel. "He went back and took the job of the man he had been helping!"

Tells His Background

The application for enrollment gives Carolina Rim & Wheel a pretty good idea about a man's shop background. It calls for listing experience and equipment in use in his shop. On test equipment in his place, he is asked the make, approximate age and condition of such aids as the distributor, generator and regulator test fixtures, the volt-ampere tester and condenser tester, carburetor tools used in testing and engine analyzers.

Jobbers everywhere generally make it a policy of seeing to it that any earnest man desiring to expand his knowledge can get into their schools. Their attitudes have been strengthened by their knowledge that what's good for the trade is good for the jobber.

At the Carolina Rim & Wheel school, among other equipment is a live engine (whose cooling system is tied in with the city water system in order to eliminate the bother of a fan making noise and whipping the air inside the classroom). It is used for reference purposes as the men—frequently men

Carolina Automotive Technicians Training

CAROLINA RIM & WHEEL CO.

Certificate

This is to Cortify that

Steve J. Graves

has attended our Service School in Charlotte, and has successfully completed the Specialized Course of Instruction on

CARTER CARBURETORS & FUEL PUMPS

and is Judged to be qualified as a

CARBURETOR SERVICEMAN

He has been presented this Certificate in token thereof on this Third day of December 1952

Carolina Rim & Wheel Co.

SCHOOL SECISTRAS

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DIRECTOR OF EBUCATION

This certificate is something a mechanic can be proud of. It's designed for framing and for display above his workbench. "Graduation" is a time for celebration here as it is for all students wherever you find them.



trained by hand but not well informed on automotive engineering principles—gather ground in their studies.

There's a text, too, usually with these courses. One supplied at Charlotte is a question-and-answer book which the mechanics work on at home. On completion of the course Instructor Ray "Kip" Keplinger furnishes them with a complete set of correct answers for future reference. To prepare himself for his work, incidentally, Keplinger has been to schools in Toledo and Cleveland, Ohio, St. Louis, Mo., and Kalamazoo, Mich.

As final proof of what they have learned, each graduating class at Carolina Rim & Wheel are turned loose on their own cars to make tests and adjustments.

Aside from the technical knowledge accumulated, the men have frequently made lasting friendships with students from other localities.

Best recommendation for this particular school can be read in the happy countenances which can easily be seen below.

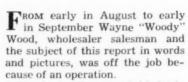
And these classmates' smiling faces tell the story: Mission tackled and conquered!



The AUTOMOTIVE WHOLESALER Essential Linkin Distribution

A Day in the Life

By Baron Creager Southwestern Editor



But during that month his business did not fall off to nothing as might be expected, according to H. C. "Chester" Westbrook, his boss and owner of Westbrook Supply, Inc., on the Arkansas side of Texarkana.

"My experience in the automotive wholesaling business has covered a number of years," Westbrook commented, "but I never saw orders come in voluntarily for a salesman off the job like they did for Woody.

"If I am not mistaken there was only one of his accounts that did not send in orders and I never saw that happen before."

Wayne Wood was not so sure that all his accounts had sent in their orders as they needed merchandise. But he did know which of his accounts was the one exception Westbrook referred to. That was M. F. Byrd of Magnolia, Ark., and Byrd had personally been to Texarkana and, possibly without the knowledge of Westbrook, filled his needs. Wood knew because Byrd drove to Texarkana twice to see Wood while the latter was convalescing.

Wayne Wood has a few selfmade rules for dealing with accounts.

"Some salesmen are timid and backward about letting accounts know they are out there to sell," he commented.

"For my part, I make no beans about it. I tell them I am out there



Top photo shows Wood (left) as Cutts helps him load emergency orders for customers on whom he will call that day. After driving 50 miles to Magnolia, Ark., Wood takes samples from car — he carries some sample each week — and calls on M. F. Byrd, station owner, who asks the meaning of the promotional badge. Wood is always on the lookout for displays that need attention. He pitches in and spruces them up.

of a Top Salesman

to sell, and to sell them everything I can. Then I set out to 'sew up' the account, if possible.

"By that I mean that by every device at my command I educate the customer to have confidence in my merchandise, my store and me. When I build that confidence to the proper point, I practically take over as their buyer. Many of my accounts never bother to look at the orders I write up, or sign them. They know I won't take advantage of them. They know I will sell them what they need, and no more."

"Sewing up" an account, however, is not always possible and when it is accomplished it is because of a study of that account and a knowledge of human nature, says Wayne about his work.

"Some accounts you have to handle differently than others. Some you have to sell all you can, whether they need it or not, because some men in business are just naturally loose when it comes to buying. If you don't sell them the merchandise, they will buy it from someone else. So you have to know your customers very well.

"Let me illustrate with the account where I sell three cans of, say, radiator cleaner. I hold the quantity down because I know this man needs no more nor can use no more than three cans. Yet the next time I get by I find he has bought a full case from someone else.

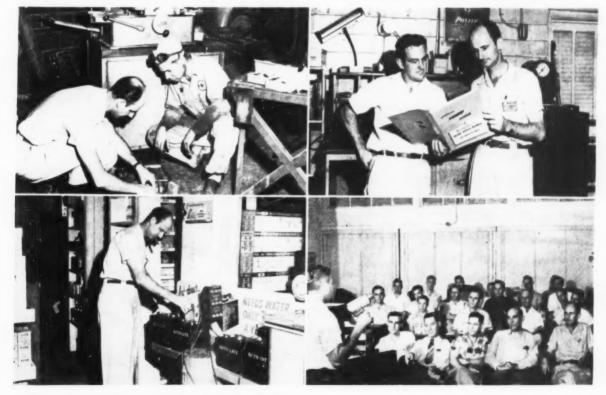
"Then it is often the other way



around. An account will say he wants three cans, but I know he can use a case. So I point out to him the saving he can realize by (Continued on page 145)

Wood knows the mechanics as well as shop owners and managers. He checks "rocks" of a valve grinder (top, left) and a few minutes later (top, right) shows O. J. Dees, who is shop foreman of the Pontiac dealership in Magnolia, a brake manual. Wood carries a paint brush for dusting displays (lower left). His day ends

with a sales meeting, where he is pictured at extreme right of first row. H. C. Westbrook, president of Westbrook Supply, Inc., is second from left in front row. His son, R. E. Westbrook, another top-notch salesman, is in background, wearing dark shirt. A constant smoker, Wood gives away 100 imprinted cigars a week





700-Parts Basket

A parts basket with interchangeable handles for use with 3- or 5-gallon containers of its Ramco 3-Up parts cleaner is now available from Ramsey Corp., 3693 Forest Park Blvd., St. Louis 8, Mo.



The basket has a flange that suspends it over the pail for proper drainage. A strong mesh bottom, designed to retain small parts, gives quick draining. The basket is identified as Model 111.

701-Pull Kit

A pull kit for demountable or inplace panel repair operations with hydraulic jack power has been added to the line of H. K. Porter, Inc., Somerville, Mass.

The kit includes a chain pull collar and chain pull head that attach to the jack body and ram. Clamps attach easily and firmly to flat or



channeled metal, the manufacturer said, eliminating the need of welding or brazing a thick "pull spot" on the metal. One jaw reverses to clamp over and beyond a channeled edge. A similar kit is available for the Hydro-Midget hydraulic jack unit.

702-Car Monogram

A two-initial monogram for cars, with the crest of the particular make of car in the center of the mounting, has been placed on the market by Signa-Craft, Inc., 292 5th Ave., New York, N. Y. The monograms are available in gold or chrome finish and are backed with adhesive for easy application.

703-Parts Catalog

An 84-page, thumb-indexed catalog on a wide variety of automotive parts has been issued by Perfect Parts, Inc., 43 W. 23rd St., New York 10, N. Y. It is divided into ten sections covering clutch parts, engine parts, bearings and grease retainers, hydraulic brake parts, brake parts, gaskets, fuel and oil lines and tubing, motor mounts, miscellaneous and small parts on display cards.

704-Flaring Tool

A tool for making precision double lap flares on brazed or welded steel tubing, such as Bundy or GM, is being marketed by The Imperial Brass Manufacturing Co., 1200 W. Harrison St., Chicago 7, Ill.

The tool can also be used for making single or double flares on soft



copper or aluminum tubing. It handles tubing with 3/16" to ½" outside diameter. Cracking or splitting of the tubing is prevented, the manufacturer said, and correct size of flare is assured by a positive gauge. The flare is said to be true with axis of tubing.

705-Plug and Wire Catalogs

Two specifications catalogs, one for spark plugs and the other for wire and cable, are now available through distributors of The Electric Auto-Lite Co., Champlain St., Toledo 1,

706-Bumper Lift

An air-actuated bumper lift has been added to the Lee end lift line of Automotive Equipment Manufacturing Co., 11000 S. Alameda St., Lynwood, Calif. The lift has an automatic mechani-

The lift has an automatic mechanical latch that locks in any of six positions to give proper working



height and to prevent accidental lowering. Broad-base lifting fingers hold bumper at bumper brackets. The fingers adjust from 5" to 44". Maximum lifting height is 32" and capacity is 3,000 lbs.

707-Piston Rings

Pedrick Formflex chrome piston rings in a wide range of sets for passenger cars, trucks, buses and tractors are now available from Wilkening Manufacturing Co., 2000 S. 71st St., Philadelphia 42, Pa. The rings feature an "Equalizer"

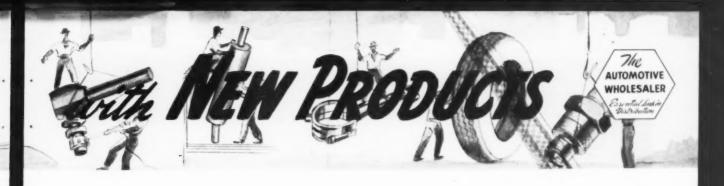
The rings feature an "Equalizer" that is said to deliver uniform soft tension around the cylinder wall, resulting in a good seal with no drag. The rings may be used on new, worn, distorted, rebored and resleeved cylinders. For some engines, the Formflex sets contain heavy-duty chrome top compression rings, as well as chrome oil rings.

A four-page catalog sheet describing the sets and their applications is available.

708—Ridge Reamer

A ridge reamer for V-8 engines on Buick and Studebaker cars has been added to the line of Zim Manufacturing Co., 3037 W. Carroll Ave., Chicago 12, Ill.

Model 273, as it is identified, permits removal of cylinder ridges on these cars without removing the pistons. The tool has a range of 31/6" to 4".



709-Brake-Drum Lathe

A brake-drum lathe with a 278" spindle and a feed that permits adjustment from .002" to .020" while cutting has been announced by Ammco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

Other features of the Safe-Turn, as it is called, include self-aligning boring bar, 3½" cross feed support



and protective boots on spindle, cross slide and lead screw. Grinding wheel is enclosed for safety. The unit is furnished with adaptors for passenger cars, light trucks and many medium trucks.

710-Brake Kits

"Quick-Pick" parts kits to speed brake jobs on cars and trucks from 1935 through 1953 have been announced by United Parts Manufacturing Co., 1250 W. Van Buren St., Chicago 7, Ill. The kits cover wheel cups, "C" washers, copper gaskets, cup expanders, bleeder screws and stoplight switches.

711-Filter Catalog

A 48-page catalog on its complete ine of oil filters and cartridges, as well as flexible oil lines and kits, has been issued by Wix Corp., Gastonia, N. C. The catalog covers passenger cars, trucks, tractors, marine and stationary engines.

712—Vapor Degreaser

Improved hot-vapor degreasers with safety thermostats that are adjustable for different types of solvents have been introduced by Circo Equipment Co., 120 Central Ave., Clark Township, N. J. Models SC-44 and SC-92 have built-in water separators and constant solvent level controls, plus large clean-out doors for easy maintenance.

713—Power Steering

The Hydrapower power steering unit, a linkage type for passenger-car application, is now being produced by Ross Gear and Tool Co., Lafayette, Ind.

The unit illustrated is adapted to a parallelogram type of steering linkage used on some American and



European cars. It does not require field adjustment, the manufacturer said, and is easily accessible. Other models are available for buses, trucks, tractors and off-the-road equipment.

More Information Is Available! (Use coupon on page 114)

Thousands of top executives of automotive wholesaling firms will assemble at Chicago's Navy Pier in December to confer with the top brass of aftermarket suppliers on sales plans and new products. Here is a preview of some of the items you'll be seeing in trade channels.

714-Disc Adapter

A sanding-disc adapter that permits accessories to be snapped into place or removed quickly without spanner wrenches has been introduced by Behr-Manning Corp., P. O. Box 808, Troy, N. Y.
Model JK-1 adapter has two com-

Model JK-1 adapter has two components: a base that threads permanently onto the standard spindle of



the grinder and a top that threads into the accessory to be mounted. By equipping several accessories with tops, they can be kept ready for use on one tool. The adapter cuts time required for body jobs because the operator can quickly change to the grit or accessory that will do a particular phase of the job most effectively, the manufacturer said.

715—Oil Gauge

The Oil-Vue gauge, designed to tell the motorist at all times whether oil in the crankcase is at a proper level, has been introduced by Allen Instruments, Inc., 325 W. Huron St., Chicago 10, Ill.

The device can be installed in a few minutes without any wire or motor connections, the manufacturer said. A special dipstick is inserted and connected to the dash unit by a thin rubber tube. Gauge clamps to the steering column below the steering wheel.

716-Front-End Chart

A wall chart showing exploded views of passenger-car front ends and a G-H catalog listing chassis replacement parts for cars, trucks and buses have been issued by Hershey Metal Products Co., Derby, Conn. (More New Products on page 115)



The four-door sedan is one of six body styles available in the Fire Dome V-8 series.

'54 DeSoto Goes to 170 HP

A N INCREASE in horsepower of the Fire Dome V-8 engine to 170 and the new PowerFlite automatic transmission are two major mechanical changes in the 1954 De-Soto models.

The compression ratio of the eight-cylinder engine has been increased to 7.5 to one for greater performance and efficiency and the torque is improved at medium speeds. The engine delivers 170 horsepower at 4,400 rpm, compared with 160 at 4,400 on the previous model.

Bore is 35% inches, stroke is 3 11/32 inches and piston displacement is 276.1 cubic inches.

The PowerFlite transmission consists of a torque converter and two-speed planetary transmission. It is available as optional equipment on all 1954 models, both sixes and eights.

The unit has an over-all torque multiplication ratio of 4.47 to one in drive range.

Smoothness of operation is made possible by the "cushioning" effect of the oil in the torque converter and the fact that there is only one automatic shift from starting gear to direct drive, De-Soto engineers said.

No "parking" position is used on the transmission since there is an effective hand brake of the internal-expanding type.

This brake, which is independent of the regular hydraulic brakes, operates through the drive train. The brake, which also may be used as an emergency brake, makes it unnecessary to have a parking sprag within the transmission.

Once the car is started with the selector lever in starting position, the lever is set at "drive." The one fully-automatic shift from starting gear to direct drive takes place between 15 and 65 miles an hour, depending upon the degree of accelerator pressure.

If additional acceleration is desired after the transmission is in direct drive, the driver may "lick down" to low gear by depressing the accelerator pedal all the way to the floor-board. PowerFlite also automatically downshifts anytime car speed falls below 11 miles an hour. A "low" selector position is provided for extra pulling power or engine braking when desired by the driver.

Since "reverse" is placed next to "neutral" on the selector, the danger of unexpectedly jumping forward when shifting between these two gears is removed.

An important contribution to riding comfort is the No-Sway Ride Control suspension, which reduces body "lean" on turns while providing improved control and all-around stability.

A stiffer frame, redesigned front and rear body mountings and new rear-spring mountings also contribute to a controlled ride. Hydraulic power brakes and power steering are available as optional equipment on all models.

The Powermaster Six engine develops 116 horsepower at 3,600 rpm. It has a bore and a stroke of 37/16 inches and 4½ inches, with a displacement of 250.5 cubic inches.

Air-conditioning is available as optional equipment.

A number of styling changes have been made in both the exteriors and the interiors. The emphasis is on over-all color schemes.

A "floating" grille and hooded headlights are features of frontend styling. The rear bumpers have taillight clusters that include stop light, back-up light and turn signals in a single unit.

The instrument panel and garnish mouldings blend with the color scheme of the exterior and with the upholstery. The entire top of the panel is covered with molded vinyl to prevent reflections. The heater control panel is just below the instrument face for greater convenience. The glove compartment has been moved toward the center.

Upholstery fabrics are offered in a variety of colors and they are, for the most part, nylon faced for greater durability.

Ten body styles are offered in the two lines, six in the Fire Dome V-8 series and four in the Powermaster Six series.

The 1954 Chrysler

A 235-HORSEPOWER engine and the use of an automatic transmission and power brakes as standard equipment on the New Yorker and Imperial models are features of the 1954 Chrysler line.

The 235-horsepower engine, used on the New Yorker DeLuxe and Imperial models, is a modification of the 180-horsepower FirePower V-8 engine used for the 1953 models. Torque has been increased from 312 to 330 pounds-feet.

A number of revisions have been made in the engine, all designed to improve the "breathing."

Use of a four-barrel carburetor enables the engine to inhale a greater charge of air at wide-open throttle conditions.

The carburetor air cleaner has been enlarged three inches in diameter with the filter case flared out farther and deeper. This provides more filter area while improving air flow through the filter.

Manifold Areas Increased

The principal feature of the original intake manifold—the division into two isolated distribution systems—has been retained, but the cross sectional areas of the branches have been increased and a secondary pair of risers added.

The intake valve and port diameter is enlarged by ½ inch and the exhaust valve and port diameter by ¼ inch, permitting a greater unrestricted passage for the intake and exhaust gases.

The diameter of the outlets of the new exhaust manifold has been increased from 1% to two inches.

To further reduce back pressure and improve silencing, dual exhausts are used. Exhausting each bank of the engine through separate systems reduces the pumping, or back pressure, losses. Silencing



The New Yorker DeLuxe series is powered by a 235-horsepower Fire-Power V-8 engine, with PowerFlite transmission and power brakes as standard equipment. Power steering is also available as an option.

is improved by use of three-pass, reverse-flow type of mufflers,

In the New Yorker FirePower engine, brake horsepower has been increased from 180 to 195 mainly by enlarging the intake valve and port diameter by ½ inch and the exhaust valve and port diameter by ¼ inch. These changes, together with other minor modifications, permit a greater unrestricted passage for the intake and exhaust gases.

Windsor DeLuxe models are powered by the six-cylinder Spitfire engine, which produces 119 horsepower at 3,600 rpm.

The PowerFlite automatic transmission, which is standard on all V-8 models and optional on the Windsor series, consists of a torque converter and two-speed planetary transmission. It has an over-all torque multiplication ratio of 4.47 to one, made possible by a torque converter starting ratio of 2.6 to one and the 1.72 starting ratio furnished by the planetary transmission.

Because of an effective internalexpanding hand brake, no parking position on the selector lever for the transmission is needeu, Chrysler engineers said. The "gating" of the selector lever makes it possible to shift gears by feel without looking at the indicator, it was stated.

After the transmission has shifted to direct drive and additional acceleration is desired, the driver may kickdown to low gear by depressing the accelerator completely to the floorboard. The transmission also automatically downshifts when car speed falls below 11 mph.

Improved control, stability and riding comfort on turns are achieved with a new high-roll-center front suspension that reduces body-lean on turns.

Smoother operation at low speed is obtained by new "shear type" engine mountings with high vibration damping ability.

A smoother, more solid ride is provided by a stiffer frame, redesigned front and rear body mountings, new rear spring mountings and added insulation for the cowl and underbody.

Twenty body styles are offered in the five series.

NEWS BRIEFS of the

Florida Training Site Purchased by GM

GENERAL Motors Corp. has purchased a 400-foot frontage on Beach Boulevard in Jacksonville, Fla., for the construction of a training center for mechanics and other automotive service personnel.

The Jacksonville center, one of 35 to be built throughout the country, will have facilities to train from 75 to 150 people at a time. It will be of single-story design, with about 30,000 square feet of floor space.

Texans Report a Defect In Three Out of Five

Col. Homer Garrison, chief of the famous Texas Rangers and head of the Texas Department of Public Safety, reported to the Texas Automotive Dealers Association in its Fort Worth convention on results of the first week of motor vehicle inspection under the new (and less toothy) law. In the first week, 24,291 cars and trucks were inspected. Of those, 4,516 needed no attention whatsoever, 12,066 required headlight adjustment or repair and 2,433 required brake adjustment or repair. The average cost of adjustment or repair was \$1.57.

As of Oct. 2, Garrison reported, 3,330 stations had been licensed in Texas for inspection. Three and a half million vehicles must be inspected by April 15. Inspection fee is \$1.

AAA's Stock-Car Crown Captured by Atlantian

FRANK Mundy, Atlanta, Ga., is the 1953 AAA stock-car champion, it has been announced by the contest board of the American Automobile Association. He succeeds Marshall Teague, Daytona Beach, Fla.

Mundy drove his 1953 Hudson Hornet to five first-place finishes in strictly stock events. He was second twice, third five times, fourth once and fifth once.



Instead of discarding old lube stickers, John Sanchez parks them on a pole in the service area of his Bradenton, Fla., station. The stickers arouse comment from customers and remind them of needed oil and grease jobs on their cars.

"Has anyone checked your shock absorbers lately?"



Southern Directors Named by NADA

Two new state directors of the National Automobile Dealers Association were elected by Southerners in recent weeks and five were reelected, it has been announced by Frederick J. Bell, executive vice-president of NADA.

Roland Hughes, Lincoln-Mercury dealer of Jonesboro, was elected director for Arkansas and Orville R. Harrod, Buick dealer of Frankfort, was elected by Kentuckians.

Directors who were reelected include: W. S. Edwards, Jr., Birmingham, Ala.; R. D. McKay, Wichita, Kan.; Allan Mims, Rocky Mount, N. C.; Thomas F. Abbott, Jr., Fort Worth, Texas, and Walter J. Wilkins, Norfolk, Va.

All will take office for their new terms, which will expire in 1956, at Miami Beach in January.

AUTOMOTIVE

Maryland Dealers Blast "One-Day" Car Sales

A RESOLUTION condemning the encouraging by factories of special one-day sales of new cars by dealers was adopted by the board of directors of the Automobile Trade Association of Maryland last month. The board requested NADA to contact all factories and voice a strong objection to this method of selling new automobiles.

Another resolution adopted by the Maryland group requested the national association to contact all factories and demand that the production and distribution of new cars and trucks be regulated to the extent that dealers be allotted new cars and trucks in no greater volume than can be retailed so that bootlegging of new cars would be eliminated.

'54 Hudsons Will Use Borg-Warner Drive

H UDSON Motor Car Co. has completed arrangements with Borg-Warner Corp. to supply automatic transmissions as optional equipment for 1954 Hudsons.

The transmission is a combination torque converter and directdrive type. The transmission shifts automatically and progressively from starting gear to direct drive or high. In high, the converter is locked out to provide a smooth, even flow of power without slippage.

A low gear position is provided to lock the transmission in low for hard pulling or for engine braking when required.

Cortright Heads Sales

J. A. Cortright, general sales manager of the Clayton Manufacturing Co., El Monte, Calif., has been named vice-president in charge of sales. He joined the firm 19 years ago in the Midwest territory, with headquarters in St. Louis and Chicago.



One huge-fisted man grabbed up approximately \$32 when he dipped into this bowl. He was one of several persons who bought used cars or trucks from Chambers-Lazenby Motor Co., Monroeville, Ala., when this Ford dealership placed all sizes of coins up to and including half dollars in the bowl. Sales Manager Dayton Russell is in the middle.

Four Southerners Named To Old Timers Board

RNEST Burwell of Spartanburg, S. C., Tom Frost of Warrenton, Va., Wm. E. Holler of Mount Dora, Fla., and J. Saxton Lloyd of Daytona Beach, Fla., were among the directors elected at the annual meeting of the Automobile Old Timers last month.

The organization is well on the way to a membership of 5,000, it was reported, with additions to 35 state and city councils throughout the nation.

Clifford M. Bishop of New York City was elected president. Other officers include William L. Hughson, honorary president; Holler, Alfred Reeves, R. A. Stranahan, John J. Schumann, Jr., and Wilbur Shaw, vice-presidents; Russell M. Nelson, secretary, and C. Ray Palmer, treasurer. Frederick H. Elliott is executive vice-president.

Chrysler's Colbert Named "Texan of Distinction"

L. COLBERT, president of Chrysler Corporation, was named the "Texan of Distinction" for 1953 in ceremonies during the State Fair of Texas at Dallas last month.

Colbert is the second man to be honored with the award, which is presented annually to a native-born Texan who has distinguished himself nationally in industry, science or the arts.



Nov. 18-19 — Annual convention of Oklahoma Automobile Dealers Association, Mayo Hotel, Tulsa, Okla. Dec. 5-7 — Annual meeting of officers and directors of Automotive

Affiliated Representatives, Sheraton Hotel, Chicago.

Dec. 6-7 — Annual meeting of Automotive Booster Club International, Conrad Hilton Hotel, Chicago.

Dec. 6-7—Annual convention of National Standard Parts Association,

Sherman Hotel, Chicago.

Dec. 6, 7, 10 — Annual convention,
Motor and Equipment Wholesalers
Association, Conrad Hilton Hotel,
Chicago.

Dec. 7-8 — Annual meeting of The Oil Industry TBA Group, Chase, Park Plaza and Forest Park Hotels, St. Louis, Mo.

Dec. 8-9 — Automotive Service Industries executive booth conference, Navy Pier, Chicago.

Jan. 9-13—Annual convention of National Automobile Dealers Association, Miami Beach, Fla.

Jan. 11-12 — Annual convention of

Jan. 11-12 — Annual convention of North Carolina Automotive Wholesalers Association, O Henry Hotel, Greensboro, N. C. April 8-11 — Midwest Automotive

April 8-11 — Midwest Automotive Trade Show, Kiel Auditorium, St. Louis, Mo.

May 10-11—Annual convention of Missouri Automobile Dealers Association, Muchlebach Hotel, Kansas City, Mo.

sas City, Mo.

May 12-13 — Southeast Automotive
Show Conference, Buena Vista
Hotel, Biloxi, Miss.

May 18-23—Annual convention and

Bermuda cruise, North Carolina Automobile Dealers Association, from Norfolk, Va.

May 23-28—Annual convention and Bermuda cruise, South Carolina Automobile Dealers Association.

Automobile Dealers Association.

May 24-25—Annual convention of
Automotive Engine Rebuilders Association, Statler Hotel, Buffalo.

Oct. 10-12 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi, Miss.

loxi, Miss.
Dec. 8, 9, 10 and 11, 1954—Biennial
Automotive Service Industries
Show, Navy Pier, Chicago.

Ford Appoints Glass For Memphis Area

JOSEPH B. Glass has been appointed manager of the Memphis sales district of the Ford Division, succeeding A. E. Klemmedson, who resigned to become a Ford dealer in California.

A native of Personville, Texas, Glass joined Ford in 1935 in the Houston district sales office. In 1947 he was named business management manager in the Southwest regional offices at Kansas City. Most recently he had been assistant sales manager of the Central region.

Bell, Brakefield Appear On Virginia Program

FREDERICK J. Bell, executive vicepresident of NADA, was to make the opening address at the convention of the Automotive Trade Association of Virginia, held



Mr. Bell

November, 8-10 in Richmond.

James L. Brakefield, director of public relations, Liberty Life Insurance Co., Birmingham, Ala., was on the program for the morning session and J. B. Van Tassel, Chicago dealer consultant, was to

address the afternoon session of

the convention.

A discussion of used cars, with Harold J. Moye of Quincy, Mass., and Fred Smith of Cincinnati, Ohio, participating, highlighted the program for the final day of the meeting.

Charles B. McFee, Jr., is general manager of the association.

Skinny Folks Should Take to the Road!

Driving for extended periods may make you gain weight, according to a test conducted recently by Motor Research, Inc., South Lee, N. H.

Three test drivers drove an average of 400 miles a day, six days a week for eight weeks. One of them gained 26 pounds, a second gained ten pounds and the third put on six pounds during the first week.

The answer may be that the average man is subject to no exercise when he spends most of the day in an automobile, the research men said. At the end of the day, the test drivers were too tired to do anything except sleep. During the test, drivers ate only what they would normally eat and ate only when they were hungry, it was stated.

"Gee! I didn't know his bill was outa line!"



Kansas Dealers Oppose "Misleading" Ads

A RESOLUTION condemning "all misleading and deceptive acts and practices in the sale of new motor vehicles" was adopted by the Kansas Motor Car Dealers Association at its annual convention, held last month in Kansas City.

The resolution also urged "all factories to gear production to the demand for motor cars and trucks and so enable dealers to offer this merchandise for sale in an orderly and dignified manner and on a profitable basis."

"Wheel and deal" people represent about ten per cent of the dealers in this country, Robert S. Armacost, Kansas City, Mo., president of NADA, told the convention. They are geared to volume sales, he said, and neglect emphasis on the quality of a product in favor of lower cost to purchasers.

"They gnaw away at the business and, incidentally, ruin our efforts to raise the stature of the business," he said. "Never before in automobile merchandising history have we been faced with a more serious problem."

Byron Stout, Jr., Wichita, was elected president, succeeding Ralph Perry, Kansas City. V. E. Gagelman, Hays, was named vicepresident and Willard Noller, Topeka, was named treasurer. Roscoe Hambric, Topeka, is secretary-manager.

More than 400 attended the meeting.

Day Becomes President Of Bear Company

VICTOR B. Day, formerly executive vice-president of Bear Manufacturing Co., has been elected president, succeeding the late Will Dammann.

Lewis B. Arp has been named to fill the vice-presidency and Mrs. Will Dammann has been elected chairman of the board.

Day has been with the firm since 1936 and has been executive vice-president since 1947. Arp joined Bear in 1925 and has spent his entire business career with the company.

Matthews Will Retire

Lester G. Matthews, vice-president and treasurer of Sealed Power Corp., will retire Dec. 31, President Paul C. Johnson has announced. A native of Baltimore, Matthews joined the firm in 1924.



Officers of the Texas Automotive Dealers Association include (l. to r.): Seated, E. A. Kinsel, Beaumont, retiring president: President E. J. Pennington, Galveston, and F. M. Gillespie, San Antonio, second vice-president; standing, D. L. Johnson, Dallas, third vice-president, and Tom J. Crooks, manager and treasurer. F. L. Randel of Wichita Falls, named first vice-president, was not present when photo was made.

Effects of Present Production Rate Emphasized at Texas Dealer Meeting

Complaints against over-production and other factory policies punctuated the opening and closing sessions of the 36th annual convention of the Texas Automotive Dealers Association, in Fort Worth, October 4 to 6.

But equal in volume were the admonitions—including one from the governor of Texas—to recognize both the return of competition to American life and the impotency of most selling organizations in the retail car market.

Throughout the convention, speakers from within the industry or its closely related functions warned of pitfalls and dangers ahead for the individually unwary dealer, yet there was unanimity on one point—the national economy is still strong and healthy, even if the plight of the retail automotive industry has exerted negative influence on the stock market.

President E. A. Kinsel, Ford dealer of Beaumont, formally opened the convention with his remarks, including his doubt of the wisdom of the car and truck production rate; and one of the last acts of the convention was to adopt a resolution characterizing production as far in excess of reasonable market demand. The resolution also took exception to reported factory threats to cancel dealers who hesitated to absorb

factory-fixed shares of this production.

Probably attracted by the possibility of learning solutions to some of their problems, dealers concentrated in Fort Worth in excess of 300 and total registration including ladies was 450.

In the president's annual address, Kinsel commented on having headed the fourth largest state organization of dealers, reviewed the "infamous" OPS interrogative and complimented Pennington and Tom Abbott, Fort Worth dealer, for their legislative work, without which the Texas motor vehicle inspection law "would have been a dead duck." Then he turned to problems ahead.

"Production by the factories is a challenge to our selling ability," he said, "and I sometimes wonder if this production is in line with good business. And the factories, to get volume, have over-franchised some communities, but I believe that will soon settle down and we will have normal franchise conditions.

"Let me warn you dealers about union activity. I wouldn't be surprised if it doesn't show up more in the immediate future. I strongly recommend that you have your house in order, for this thing is coming to us and it is coming fast.

(News continued on page 162)





A portion of Chicago's Navy Pier, which juts out nearly a mile into Lake Michigan, will house the conference.

ASI Conference Opens Dec. 8

A BOOTH conference on a scale heretofore untried in the aftermarket will be held next month at Chicago, with some officials predicting it will gain im-

The world's largest hotel, the Conrad Hilton, will again be the site of MEWA's convention. NSPA will meet as usual at the Sherman.



mediate popularity by its nature and become at least a biennial affair.

The First Automotive Service Industries Executive Booth Conference will be held December 8 and 9 at Navy Pier, with approximately 300 suppliers utilizing nearly 50,000 square feet of space on the north side of the pier.

Thousands of wholesaler top executives are expected to attend, since this will give them a chance to talk with the top-tier executives of the firms whose lines they handle or might be interested in carrying. Only the top "brass" of factories and wholesale firms have been asked to attend in order to emphasize the strictly business nature of the conference.

This type of gathering has been staged in a number of other industries, including mill supplies and contractors, and for them has proven highly successful.

At a recent meeting of representatives of some of the most outstanding aftermarket suppliers in Chicago, a number predicted that wholesalers would heartily approve this conference. It was pointed out that the hundreds of booths will represent, in effect, transported offices of top manufacturer personnel, with no factory field personnel present. A jobber would have to make many trips at considerable expense if he were to attempt to see these manufacturers otherwise, while here they will be grouped for easy access, it was explained.

Only a portion of the pier, which is nearly a mile long, will be used, minimizing waking and speeding up the time required to go from one conference to another.

Approximately 7,500 non-association jobbers have been approved and invited to attend, aside from the several thousands who belong to Motor and Equipment Wholesalers Association or National Standard Parts Association. These groups and Motor and Equipment Manufacturers Association are the sponsors.



Don H. Teetor, vice-president of Perfect Circle Corp., is chairman of the Joint Operating Committee, which directs the conference. The JOC is composed of representatives from the three sponsoring associations, MEWA, NSPA and MEMA.

Any jobber who attended the ASI Show at Atlantic City, N. J., last December can attend this year's conference. Credentials should be presented the Chicago authorities in advance to save time in registration.

Conventions of the sponsoring associations will be held ahead of the conference. NSPA and MEWA will have activities on Dec. 6 and 7, and MEWA on Dec. 10 also. MEMA will meet Monday, Dec. 7. Headquarters hotels will be: MEWA, Conrad Hilton (formerly The Stevens); NSPA, Sherman, and MEMA, Drake.

MEWA's Sunday activities will be topped off by a reception that afternoon. Business sessions will be held by NSPA Sunday and Monday, with the membership reunion set for Sunday afternoor after the business session.

Both MEWA and NSPA have ar ranged for meetings of younger executives of their member firms.

Exide Names Sommerville For Automotive Products

ROBERT L. Sommerville, assistant general sales manager of The Electric Storage Battery Co., has been appointed general manager of the newly-formed automotive products division. Company operations have been separated into two divisions, automotive and industrial.

Sommerville joined the firm in 1919 as a salesman with the automotive replacement division. He became manager of the automotive sales division in 1942 and assistant general sales manager in 1948.

Six SW Committeemen Named by Garrett

C. "Buddy" Garrett, president of the Southwest Automotive Show, has announced six appointments to the show committee. It was necessary to appoint a new committee when Dallas was chosen as the site of the 1955 show, it was pointed out.

The members are: Chairman W. R. Hemphill, Lynn and Hemphill; P. H. Eberling, P. H. Eberling Co.; John R. Jones, Hargett Electric Co.; Jack E. McMeans, The Schoell-kopf Co.; Yancy M. Robertson, Robertson & King Motor Supply, and D. C. Wilkinson, Maremont Automotive Products, Inc. All are from Dallas.

Grey-Rock Names Georgian

Thomas J. Gordon has been appointed field engineer for the Grey-Rock Division's Atlanta and Southwest districts. He formerly was superintendent of garages and maintenance for the Atlanta Transit Co.

Merit Appoints Atlantian

Jobber's Service, 541 Bishop St., N. W., Atlanta, Ga., has been appointed a redistribution warehouse for Merit Muffler Division of Goerlich's, Toledo, Ohio.



C. C. "Chuck" Tapscott, vicepresident of McQuay-Norris Manufacturing Co., has been named chairman of the industry-wide program committee of the Automotive Advertisers Council. He succeeds S. R. Robinson, advertising manager of Grey-Rock Division of Raybestos-Manhattan, Inc., who continues as a committee member.

Aro Honors 20-Year Men

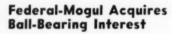
Several Southerners were among those receiving 20-year pins from Aro Equipment Corp. last month. They included: J. McEwen Cherry, Southeastern division manager; G. W. Gille, Kentucky and Indiana division manager; W. S. Camden, West Virginia and southern Ohio division manager, and R. H. Cherry, Southeastern representative for the firm.

Five members of the Kentucky Automotive Wholesale Association discuss with George W. Yount (seated) a successful meeting at which Yount explained the merchandising benefits of the CAS finance plan to a representative group of dealers in the Lexington area. Yount of Eagle Machine Co., Indianapolis, Ind., is chairman of the industry-wide CAS committee. Lexington is one of the many markets, large and small, throughout the country now promoting credit selling of repairs through the plan. Standing are (l. to r.): Harry Tucker, Taylor's, Inc.; Henry Fischer, Lexington Automotive; Bob Nelson, Jordan Auto Parts; Barckley D. Storey, chairman, Womwell Auto Parts, and R. G. Hinson, United Service Co. Information on CAS may be obtained from Grubb & Petersen, Champaign, Ill. (See page 64 on how it's working in San Antonio.)





It's seldom that merchants try to keep customers away from stores, but then it's not often that stores in Fort Lauderdale, Fla., face canals instead of streets. When a heavy rain flooded streets there last month, employees of Young Parts and Supply and other firms used their cars for a barricade to prevent other motorists from driving through the water and becoming stalled or forcing water into the stores. Business was soon back to normal, Manager Joe Ware said.



A PLAN to consolidate the Federal-Mogul Corp., Detroit, Mich., with the Bearings Company of America, Lancaster, Pa., has been announced by G. S. Peppiatt, president of Federal-Mogul, and J. W. Brady, president of Bearings Co.

Directors of both companies have approved the plan for Federal-Mogul to acquire the name, assets and business of the Bearings Co. Purchase price agreed on was 72,-300 shares of the Federal-Mogul stock.

If stockholders approve the consolidation, plans call for operating the Bearings Company of America as a regular division of Federal-Mogul.

"We have long sought an affiliation with a ball-bearing producer so we could add that important product to the Federal-Mogul line of engine bearings and bushings and the Bower tapered and straight roller bearing line which we sell in the service field," President Peppiatt said.

Two Southerners Appointed

Dave Raskin of Dallas, Texas, has been appointed representative for Service Supply Co. of Denver, Colo., in Texas, Louisiana, Arkansas and Oklahoma, H. Wayne Wilkins has been named representative for the company in Mississippi and Alabama.

Volz and Ormsby Named

J. S. Volz has been appointed district representative for Radiator Specialty Co., of Charlotte, N. C., in the Louisville, Ky., area. W. B. Ormsby will represent the Sol-



Thirty-six jobbers representing all sections of the state met at Baton Rouge last month and formed the Automotive Wholesalers of Louisiana, with R. E. Zerlin (above) of New Orleans Auto Supply Co. as president. Others elected were Raymond H. Pope of Baton Rouge, vice-president; Guy Campbell of Monroe, secretary; Ira C. Dimmick of Lake Charles, treasurer; A. S. Farr of Alexandria, Jerry Sanders of Shreveport, Joe Greiner of New Orleans and Harold Delhommer of Lafayette, board members. A special guest at the meeting was Nathan M. Roberts of the Automotive Wholesalers' Association of Alahama.

der Seal line in the Dallas, Texas, territory.

Brown Heads Kem

Louis D. Brown has been named president of Kem Manufacturing Co., Inc., Fair Lawn, N. J.

Bill Spear drove this 4.1 Litre Ferrari to victory in the Sowega Sports Car Race at Albany, Ga., Oct. 25, averaging 93.48 mph for the course. He drove the 250 miles without a pit stop. John Fitch drove a Chrysler-powered Cunningham to second place among the over-all winners with an average speed of 92.40. Phil Walters, also in a Cunningham, recorded the fastest time of the day with 159 mph on the 1½-mile straightaway.





Pictured here are the officers and directors of the North Carolina Automotive Wholesalers Association at a recent meeting held in Raleigh, N. C. (l. to r.): George McFarlane, Mac's Auto Parts Co., Wilmington, president; Floyd C. McLean of Laurinburg, R. E. Kirkland of Wilson, Secretary E. L. Brown of Hickory,

L. T. White, Sr., of Raleigh, Max A. Hayes of Asheville, Vice-President Ivey W. Stewart, Jr., of Charlotte, Treasurer L. T. White, Jr., of Raleigh and Executive Secretary Jesse F. Jones, Jr., of Raleigh Director H. Lester Flowers of Hickory was absent. The association's convention will be held Jan. 11-12.

First North Carolina Convention Expected to Draw Big Attendance

A N ATTENDANCE of 150 to 200 wholesalers is expected for the first annual meeting of the North Carolina Automotive Wholesalers Association Jan. 11 and 12 at the O'Henry Hotel in Greensboro, N. C., Executive Secretary Jesse F. Jones, Jr., said last month.

The association was officially organized and began operations earlier this year. George McFarlane, Mac's Auto Parts Co., Wil-

mington, is president.

This will be the first state-wide convention ever held of North Carolina automotive wholesalers. All North Carolina automotive wholesalers, including those who have not yet joined the association, will be invited to the meeting.

Plans are being made to have outstanding speakers on subjects of vital interest to wholesalers. Automotive wholesalers of Greensboro, N. C., will act as hosts. Wives of jobbers will be invited to attend and a special program is being planned for them.

Convention activities will get under way at 11 a.m., Monday, January 11, with a board of directors meeting, followed by various committee meetings. Registration will begin at 2 p.m. on Monday, with a welcome hour planned for 6 p.m. Tuesday, January 12, will bring an all-day business session, followed by a banquet at 7 p.m.

Terry's Supply Expands Hollywood Facilities

Terry's Auto Supply, Hollywood, Fla., has moved into larger quarters at 2008 Tyler Street. The location provides 6,000 feet of floor space, plus a stock room on a second-floor level.

"The move was necessitated by the increase of business and the need for better off-street parking facilities," said Melvin J. Fink, owner and buyer. The parking lot at the new location will accommodate 20 cars.

The staff of the trim shop has been increased, Fink said. Mrs. Vivian Fink is in charge of the office.

United Motors Appoints Plant and Webb

CLEVE Webb, formerly assistant zone manager, United Motors Division at Atlanta, Ga., has been appointed zone manager for the new Memphis, Tenn., zone. Thomas F. Plant, formerly at New York. (Continued on page 152)

"Honest, I wasn't gonna make that wisecrack about getting your hand caught in the cash register. Anyhow, it was that mechanic's tool box, wasn't it!"



SERVICE AND MAINTENANCE

That "Fall Special"

By E. M. Lowery Technical Editor

Many of us have had our Fall Special "going" for quite a-while; likewise, many of us are wondering if we are really giving and getting the full benefit from this program.

Seasonal service specials, if properly handled, will boost the dollar and cents volume in any shop, and they will also benefit the customers who have kept our doors open all the year. Like us, many still have some of those "school entry" bills to pay and it's time now to take care of these along with other necessary fall expenditures. They appreciate that little saving we offer when we combine several "P.M." operations into a



Fig. 1-A quick battery check.

"one-package" deal and do it for a little less.

We imagine that you, like us, have them call in and ask, "When will your 'Fall Special' start?" Remember Mr. B. . . who owns that '39 job—the one we've always wanted for the "youngster?" He

knows the value of properly performed seasonal P.M. service. If all of us gave them the properly performed service, there would be more jobs like that for more youngsters, possibly reducing the number of worn-out jalopies so many of the boys are driving.

Check That Battery

The "Fall Special" should include a number of test or check operations. First on the list (we think) is the battery. Regardless of all the information given us on how to service the storage battery, it is probably the most neglected unit of the vehicle. This neglect really shows up when cold weather

December: 12-Volt Charging Circuit

Service and maintenance tips for 12-volt generators and voltage regulators, including testing for voltage loss, will be covered by Technical Editor Lowery in December.

arrives, as we all have learned.

During this season more service calls result from battery failure than any other cause. It takes energy to turn one of these 100 to 200 hp jobs at cranking speed when the temperature is around 32° or lower. But with the proper care the average battery will sup-

ply this energy.

How do we check the battery' Valuable information often can be obtained by a simple inspection of the battery. For instance, examination usually will disclose mechanical damage to the case or covers: leakage or distortion of the case or covers: excessive tightness or looseness of the hold-down clamps: evidence of overfilling; and many other facts. Corrective measures can be taken to overcome some of these conditions and the operation will be improved. However, any analysis of the chemical or electrical conditions within the battery requires the use of reliable equipment

The basic instruments for making such an analysis are hydrometer, thermometer and the voltmeter. (Recently the open-circuit voltage tester was introduced as a kind of electrical substitute for the hydrometer and is now in use. [Fig. 1.] This tester, which is essentially an expanded-scale voltmeter, is especially convenient for checking batteries in storage since the vent plugs need not be removed. It will give satisfactory results in most instances, provided the instructions of the manufacturer are observed carefully.)

If more complete battery testing is necessary, an additional instrument—the high-rate discharge tester (Fig. 2)—may be added to



Fig. 2—A high-rate discharge test on a fully-charged battery will show cell weakness. If any cell tests more than .2 volt lower than the others, the battery should be replaced.



Technical Editor Lowery

the list. This instrument consists primarily of a high-capacity fixed or variable resistance through which the battery may be discharged at a known rate. Voltmeters are sometimes attached to read cell or battery voltage during discharge.

If the battery proves to be in good condition, we then should check the cranking motor circuit.

The voltmeter used in checking battery cell voltages also can be used to check the conditions of the battery cables and the connections between the battery and the cranking motor.

Three circuits should be checked: They are: (1) from the insulated battery terminal to the cranking motor terminal stud; (2) from the grounded battery terminal to the engine or car frame; and (3) from the cranking motor housing to the engine or car frame.

To properly check these circuits, operate the cranking motor (with the ignition switch off) so that current of 150 to 250 amperes is flowing through the cables and cranking motor. Place the voltmeter prods across the circuits named and note the voltage drop. If any of these circuits give a reading of more than 0.1 of a volt, with the crarking motor in operation, it has excessive resistance. To eliminate this resistance, the cables must be disconnected and the contact surfaces cleaned.

If excessive resistance is found (Continued on page 150)





BODY-SHOP OPERATIONS

Getting the <u>Most</u> Out of Welding

By E. M. Lowery Technical Editor

WELDING equipment is put to many and varied uses throughout industry; in fact, it would hardly be possible to operate a body shop successfully unless it was equipped with an oxyacetylene and an electric welder. We find so many uses for it, such as spot welding, metal shrinking, soldering, lead burning, welding, forging welds, brazing and heating for bending.

There are techniques which, when used with the welding equipment, will give the best results.

The body-shop mechanic will deal mostly with very light or sheet metal. This type of welding is somewhat different from plate welding. Heat travels very fast in sheet metal and usually causes a warp in the metal, which must be controlled.

Spot Welding

Electric spot welding until recently was limited to factory use only. However, there are now several types of electric spot welders available for what is termed "field use." This equipment does an excellent job in the replacement of roof panels and other body sections.

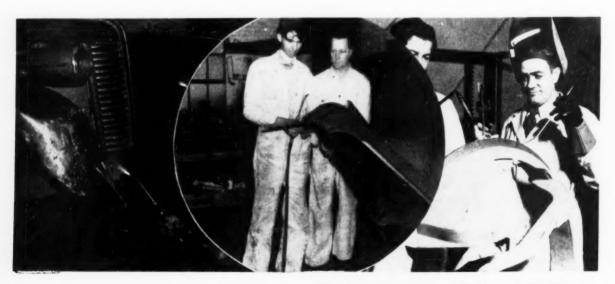
Metal shrinking:

When a sheet metal panel has been damaged the metal is stretched one way or another; therefore, it has to be rough shaped. We cannot ding out the stretched surface as there would be no place for the stretched metal to go. We must shrink the metal into shape.

When roughing out to a general shape there will be high and low surfaces. The low surfaces should always be dinged up with a dolly block until the general contour is obtained. Low surfaces do not require shrinking. However, it will be necessary to shrink the high surfaces to a general level.

Usually the mechanic, upon properly analyzing the metal damage, will find that shrinkage will be required only at the direct point of damage.

Actually the shrinking operation is only the heating of a small spot in the center of the stretched area.



and then "up-setting" (driving the stretched metal) into the heated spot, making the metal thicker. How is it done?

1. With the welding torch, using a small tip, a spot in the center of the stretched area should be heated to a cherry red. The heat will expand the metal in the center of the stretched area. (Don't overheat or burn the metal.)

2. As soon as possible after the metal is properly heated, it should be struck a hard blow with a dinging hammer directly on the heated spot, driving it down. It is not necessary to use any type of backing up tool. The blow of the hammer upsets the hot metal and thus shrinks it.

Instead of a peak, the spot will now form a crater.

3. A dolly block should be held with outward pressure against the bottom of the crater. At the same time the rim of the crater should be tapped down from the outside with a dinging hammer to smooth the crater-like spot to the proper level for metal finishing.

4. A water-soaked sponge or cloth should be used to chill an area about 7" in diameter all around the heated spot. This very rapid chilling draws the expansion out of the metal.

Continue the shrinking operation of additional spots until the contour of the panel is in proper shape.

Smooth-dinging the hot metal further upsets the stretched metal into the spot and the surface is brought to the correct level for finishing.

Remember, metal can be easily over-shrunk. It is, therefore, necessary to be careful so this will not happen.

Over-shrinking, which causes the panel to warp or buckle, may be avoided by quenching with water after each shrinking operation, making sure that all expansion is removed before heating another spot. Over-shrinking may be corrected by hammering the panel backed up by a flat-faced dolly block, reworking the metal to the desired surface.



The electric spot welder does many good jobs in the body shop.

When shrinking a long narrow stretch it is recommended that we start at each end of the damaged part and work toward the center.

Torch Soldering

Torch soldering is another spot where the welding equipment is indispensable.

 Cleaning: Wherever solder is to be applied, the surface should be cleaned about 1" beyond the rim of the spot to be filled.

2. Applying flux: The cleaned area should be warmed with the torch before the flux is applied. This speeds the chemical action of the flux in dissolving the oxide present on the cleaned surface.

3. Tinning: Apply a small amount of solder to the surface. Then while still hot, wipe with a clean cloth, thus covering the surface with a light solder coat.

4. Filling in the low spots: During this operation, the torch flame should be held parallel to, and in front of, the low spot. Brushing the tinned surface occasionally with the end of the flame keeps it

warm enough to fold the solder as it is deposited. The torch flame should be applied to a bar of solder until approximately one inch of it becomes plastic and starts to sag, then quickly press the solder against the spot being filled. Continue the filling process until enough solder has been deposited to completely fill the spot.

Keep the solder pliable, but never heat to a melting condition.

Brazing: Only about one-half as much heat is required as when welding and this use of the torch is recommended where a stronger bond than soldering is required.

Heat the brass brazing rod and dip into the flux. Then heat both edges of the parts that are to be brazed, using a low flame. When the parts turn cherry-red color, melt the brazing rod and fuse the parts together.

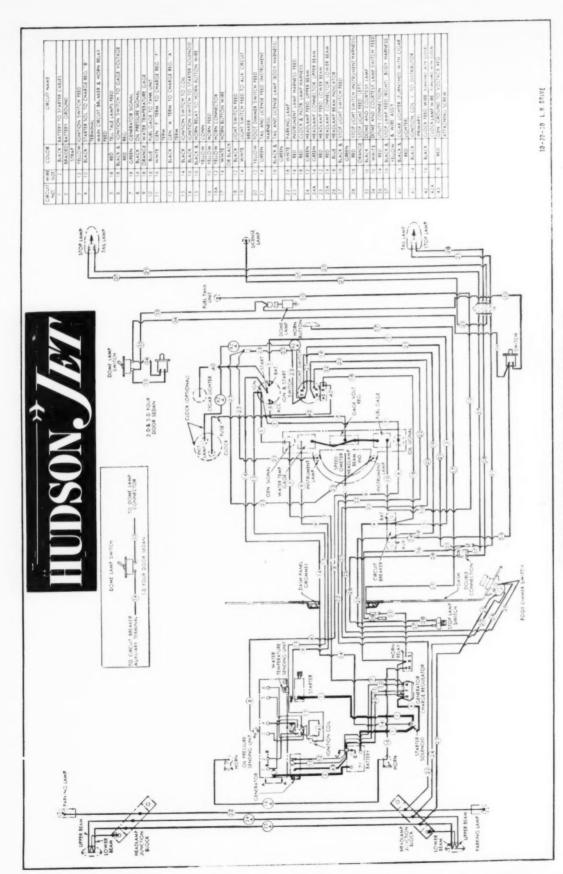
Welding: The oxy-acetylene torch, a No. 1 tip and 1/16" spot iron rod make the ideal combination for body and fender welding.

By using a neutral flame we will avoid oxidizing or carbonizing. When welding sheet metal it is better to weld forward, ahead of the tip, rather than behind the tip. The reason for this is that when welding backward, the flame is directed against the place already welded, making it easy to overheat and burn the weld. It also keeps the weld hot longer, spreading the heat further out into the

(Continued on page 102)

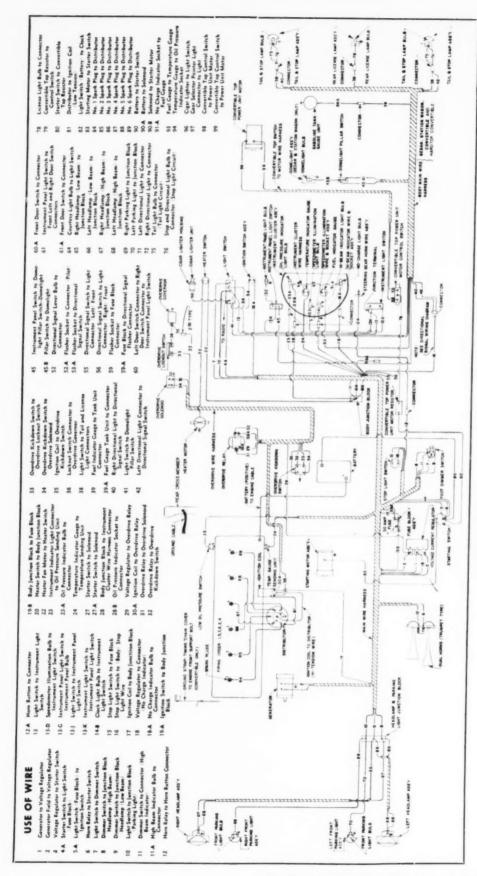
December: Lincoln Window Lift

The window-lift mechanism and the four-way front-seat mechanism of the Lincoln will be covered for the maintenance men here next month in an article with many illustrations.



WIRING DIAGRAM FOR 1954 HUDSON JET

SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1953



WIRING DIAGRAM FOR 1953 NASH RAMBLER



The famous Studebaker low silhouette

Now more clearly than ever the shape of the future for automobile design

Wall Street Journal says:

"Studebaker, which was a big factor in setting early-postwar auto styles, may now be setting the pattern for the next few years... A top Detroit stylist, employed by a rival manufacturer, says that the current Studebaker will affect the future looks of more competitive makes than the industry would like to admit...

Museum of Modern Art acclaims Studebaker

The world-famed New York Museum of Modern Art chose a Studebaker for exhibit as one of the ten most beautiful automobiles in the world. Studebaker was the only American-designed and Americanmanufactured car to be accorded this enviable honor.

Motor World says:

There can be no question about it—
Studebaker has, with the new model, made every other American look ten years older . . Studebaker hascredited the American public with having a respectable amount of sophistication and good taste and has built a car with appeal to such people."

Auto Sport Review says:

"Studebaker has done the American car-buying public a considerable service. It has produced one of the best conceived, cleanest and handsomest exterior shapes ever put on any production car anywhere..."

Studebaker honored by Fashion Academy

Fashion Academy, the noted New York School of fashion design, has awarded Studebaker its Gold Medal for outstanding design and distinctive styling—calling the new Studebaker "a tribute to modern creative genius, an incentive to forward-looking achievement."

1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL			ENGINE											WHEEL ALIGNMENT			
	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camehaft Drive	Main Bearings	Crankcase Cap. (Ots.)	Air Cleaner	Oil Filter	VIbra. Damper	Cooling System (No Heater)	Caster (Degrees)	Camber (Degrees)	Toe-in (in.)	Service	Bestiles
ALLSTATE 4 Cyl	100 100	4L 6L	31/4 x 43/4 31/4 x 31/4	15.63 23.4	68@4000 80@3800	G	3 4	4 5	Y	X	N N	10.8 10.5	±1°-0° Prf. ±1°-0° Prf.	14 to 1°P 14 to 1°P	% to %	H	R
BUICK Special 40	1281 1215 1255 1216 1216 1255	5 V8I	3% x 43% 4 x 33% 4 x 33%	32.51 51.2 51.2	125@3800 164@4000 188@4000	Ch Ch	5 5	51/2 6	OB OB	YY	Y N N	12 ¹ 16½ 18	-1/2 to 1/4" -1/2 to 1/4" -1/4 to 1/4"	-% to %°F	1/2 to 1/8	H	F
CADILLAC	1263	V81	313% x 33%	46.5	210@4150	Ch	5	δ	ОВ	x	Y	1984	±1/4°	±%*	1/4 to 1/4	Н	R
CHEVROLET (Conventional)CHEVROLET Powerglide	115	6I 6I	3% x 3% 3% x 3%	30.4 30.4	108@3600 115@3600	G G	4	5	OB OB	N N	Y	15 15	0 to 1° 0 to 1°	0 to 1° 0 to 1°	14 ±16 14 ±16	H	R
CHRYSLER Wind. & DeLuxe. CHRYSLER N. Y. & Special CHRYSLER Custom Imperial CHRYSLER Crown Imperial	12514	V8I V8I	316 x 444 3136 x 356 3146 x 356 3156 x 356	28.36 46.51 46.51 46.51	119@3600 180@4000 180@4000 180@4000	Ch Ch Ch Ch	4 5 5 5	5 5 5 5	OB OB OB OB	Y Y Y	Y Y Y Y	15 25 25 25 25	1 to 3°-2° Prf. 1 to 3°-2° Prf. 1 to 3°-2° Prf. 1 to 3°-2° Prf.	±%° ±%° ±%°	0 to 1/4 0 to 1/4 0 to 1/4 0 to 1/4	H H H	Pi Pi Pi
DeSOTO Powermaster	12514	6L V8I	3% x 41/2 3% x 311/0	28.36 42.05	116@3600 160@4400	Ch Ch	4 5	5 5	OB OB	Y	Y	15 22	1 to 3°-2° Prf. 1 to 3°-2° Prf.	±%° ±%°	0 to 1/4 0 to 1/4	H	Pi
DODGE Meadow. D46 DODGE Meadow. D47 DODGE Coronet D44 DODGE Coronet D48	119	6L 6L V8I V8I	3½ x 4% 3½ x 4% 3½ x 3½ 3½ x 3½	25,35 25,35 37,80 37,80	103@3600 103@3600 140@4400 140@4400	Ch Ch Ch	4 4 5 5	5 5 5 5	OB OB OB	Y Y Y	Y Y Y	14 14 19 19	±1° ±1° ±1° ±1°	± 36° ± 36° ± 36° ± 36°	0 to 1/2 0 to 1/2 0 to 1/2 0 to 1/2	H H H	Pi Pi Pi
FORD Main. & Customline 6	118 115	6L V8L	3.56 x 3.60 3.19 x 3%	30 4 32 5	101@3500 110@3800	Ch G	4 3	4	OB OB	Y	Y	15 22	± 1/2 to-1° ± 1/2 to 1°	0 to 1° 0 to 1°	16 to 16	H	R
HUDSON Waspe DeLuxe HUDSON Wasp Super HUDSON Hernet	11984 11984 12384	6L 6L 6L	3% x 3% 3% x 4% 3% x 4%	30.45 30.45 34.88	112@4000 127@4000 145@3800	Ch Ch Ch	4 4 4	7 7 7 7	Y Y Y	Y Y Y	YYY	1814 1814 1814	1/2 to 11/2° 1/4 to 11/4° 1/4 to 11/4°	15 to 115° 15 to 115° 15 to 115°	0 to 1/2 0 to 1/2 0 to 1/2	H H H	R'R'
(AISER Man. & DeLuxe IENRY J Corsair IENRY J Corsair DeLuxe	11834 100 100	6L 4L 6L	3½ x 4½ 3½ x 4½ 3½ x 3½	26.3 15.63 23.4	118@3600 68@4000 80@3800	Ch G G	4 3 4	5 4 5	OB OB OB	Y X X	Y N Y	12.5 10.8 9.5	±1° ½ to 1° ½ to 1°	0 to %° % to 1° % to 1°	16 to 16	H H H	RV RV
INCOLN	123	V8I	3.80 x 3½	46.2	205@4200	Ch	5	5	ОВ	Y	Y	22.5	0 to 11/5°	0 to ± %°	% to %	H	RV
IERCURY	118	V8L	3.19 x 4	32.5	125@3800	G	8	4	OB	Y	N	21.5	0 to 11/9°	0 to ± 1/4°	1/4° to 1/6	Н	RV
ASH Statesman ASH Ambassador ASH Rambler	11414 12114 100	6L 6I 6L	31/6 x 41/6 31/6 x 41/6 31/6 x 4	23.44 29.4 23.44	100@3800 120@3700 85@3800	Ch Ch Ch	4 7 4	6 4	OB OB Y	NNN	YYY	15 18 12	0 to 1/4° 0 to 1/4°	±14° ±14° 14 to 14°	1/4 to 1/4 1/4 to 1/4 1/4 to 1/4	H	RV RV
LDSMOBILE "98" LDSMOBILE Super "68" LDSMOBILE DeLuxe "88"	124 120 120	VSI VSI VSI	3% x 3% 3% x 3% 3% x 3%	45 45 45	165@3600 165@3600 150@3600	Ch Ch Ch	\$ 5 5	5 5 5	OB OB OB	Y Y Y	Y Y N	21.5 21.5 21.5	0 to 34° 0 to 34° 0 to 34°	-14 to 16° -14 to 16° -14° to 16°	ka to ka	H H H	RW RW
ACKARD Clip. & DeLuxe	122 122 122 •	8L 8L 8L 8L	316 x 414 316 x 414 316 x 414 316 x 414	39.02 39.02 39.02 39.02	150@4000 160@3600 180@4000 180@4000	Ch Ch Ch Ch	5 5 5 7	7 7 7 7 7	OB OB OB	Y Y Y	Y Y Y	20.5 20.5 20.5 20.5 20.5	-14 to 114° -14 to 114° -14 to 114° -14 to 114°	0 to 14° 0 to 14° 0 to 14° 0 to 14°	0 to 1/4 0 to 1/4 0 to 1/4 0 to 1/4	H H H	RW RW RW
YMOUTH Cambridge and Cranbrook	114	6L	3¼ x 4%	25.35	100@3600	Сь	4	5	ов	Y	Y	13	±1°	-% to %*	0 to 1/4	Н	Pe
ONTIAC Chieftain 6	122 122	6L 8L	3% x 4 3% x 3%	30.46 36.45	115@3800 118@3600	Ch Ch	8 5	5 5	OB OB	Y	Y	18.3 19.5	± 14° 0° Prf. ± 14° 0° Prf.	±14°	0 to 1/4 0 to 1/4	H	RW
UDEBAKER Champion. UDEBAKER Cmdr. & Land Cr	11614 12014	6L V8I	3 x 4 3% x 3%	21.6 36.4	85@4000 120@4000	G	4 5	5 6	Y	Y	Y	10 171⁄4	1% to ±%* 1% to ±%*	0 to 1° 0 to 1°	16 to 16	H	RV
ILLYS Aero Ace 685A Custom ILLYS Aero Lark 675A DeL	108 108	6F 6F	316 x 316 316 x 316	23 44 23 44	90@4200 90@4200	G G	1	5 5	Y	N N	Y	11 11	±1° ±1°	11/4 to 11/4 11/4 to 11/4	in to in	H	RW RW

ABBREVIATIONS

^{*—}Patrician, 127"; Custom, 149"

!—When equipped with Dynaflow, 13½

!—When equipped with Dynaflow, 18

!—Cadillac madel 6019, 130; models 7523 and 2533, 14634

Ch—Chain

F—F-head

G—Gear H—Hydraulic i—Valve-in-head L—L-head N—Ne OB—Oil bath

P—Positive
Prf.—Preferred
Prs—Prepeiler shaft, rear transmission
RW—Rear wheels
X—Optional at extra cost
Y—Yee

If I've said it once I've said it a thousand times!

"I'll bet you've said the same thing. There has got to be some way to keep those new car owners coming back for service. You know what I mean. They take delivery on that new car, and away they go. Half the time you never see them again. Well, we tried this, and we tried that, and finally we hit the one that did the job.

"I'll admit that at first I was skeptical. I figured this Alemite salesman was just giving me another sales talk, but I thank my lucky stars I listened, because he told me about Alemite's

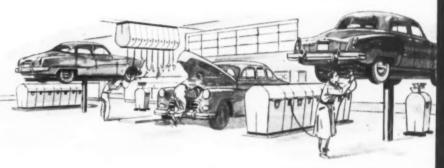
11 point Magnet Plan. And, brother, does it work!

"He showed me that friction, the number one threat to car life, was the key to more business. Regular and proper lubrication proved to be the way to build that all-important link that holds customers.

"You see, it isn't the lubrication jobs alone, though they add up, it's the way the Magnet Plan keeps 'em coming back, keeps your place number one in their minds when they think of anything for their car. Not just grease jobs, but washes, parts, accessories, wax jobs—well, just to show you, our total service volume in ALL departments is up 29%. That's the stuff that sells me on the Magnet Plan.

"There's one more thing I like, too, and that's the Alemite advertising. More than one customer has told me that those ads in the Post and Collier's are always reminding him of the Friction Fighter's Story—and reminding him of the need for regular lubrication—Alemite lubrication.

That's just a plus, too. Doesn't cost me a cent!"



and parts pay 84% of your overhead?

Many dealers over the country are doing just that with the Alemite Magnet Plan. Want the facts? Call your

Alemite distributor. Or mail this coupon now!

ALEMITE



See how the Alemite "Magnet Plan" can help you cover your fixed overhead—improve your trading position. No obligation. Mail coupon today!

Alemite, Dept. M-113, 1826 Diversey Pkwy., Chicago 14, Illinois

Send us complete information on the "Magnet Plan"

Name

Address

City

Zone

1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP					ELEC	TRICAL		Battery		FUEL SYSTEM				VES
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (ezs.)	Spark Plug Gap (.0)	Ignition Timing	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.	Cap. & Ter. Grd.	Carb. Mfgr.	Model No.	Fuel Pressure (fbs.)	Tappet Clearance	Tappet Clearance	-
ALLSTATE 4 Cyl.	22 22	25-34 31-37	17-21 17-21	28-32 28-32	5°bte tde	Co. P. V. D.	24°@3000 26°@3000	22°-15° 14°-15"	100P 100P	Ca Ca	YF YF	354Max 414Max	. 16	16 16	0°bte 5°bte
BUICK Special 40	1214 1714 1214 1714 1215 1714	No No No	19-23 ¹ 19-23 ¹ 19-23 ¹	23-28 30-35 30-35	4°bte 5°bte 5°bte	FW FW FW	13°@2000 18°@2150 18°@2150	11°-13° 1234°-14° 1234°-14°	100N 70N 70N	Ca-St	AAVB-26	5 5 5	Au Au	15 Au Au	14°bte 25°bte 25°bte
CADILLAC	16	31 ± 13/2	19-23	35	21/2"	V. D.	13¼°@2000	141/2"-17"	70N	Ca-R	WCFB 2005-S or 4-GC	4-634	Au	Au	22°bte
CHEVROLET (Conventional)	1254 1754 1254 1254	38-45 38-45	19-23 19-23	33-38 33-38	5°bte 5°bte	FW FW	18°@1800 18°@1800	13°-11" 13°-11"	100N 100N	R R	7004915 700478	314-414		13	1°atde
CHRYSLER Wind, & DeLuxe C-60 CHRYSLER N. Y. & Spec., Cust. Im CHRYSLER Crown Imperial	18-20 15-18 15-18	39 ± 3° 32-36 32-36	17-20 17-20 17-20	35 35 35	tde 4°bte 4°bte	V. D. V. D. V. D.	11°@1425 12°@1775 12°@1775	10°-15" 12½°-17" 12½°-17"	120P 135P 12vP	Ca Ca Ca	E9C1-E9A1 WCD-935-S WCD-992-S	314-5 314-5 314-5	8 Au Au	10 Au Au	12°bte 15°bte 15°bte
DeSOTO Powermaster S-18	18-20 15-18	39 ± 3° 32-36	17-20 17-20	35 35	2°bte 4°bte	V. D. V. D.	11°@1425 15°@1900	10°-15" 1236°-17"	120P 120P	Ca Ca	E9C1 BBD-909-8	314-5 314-5	14 Au	14 Au	12°bte 12°bte
DODGE Meadowbrook D46-47DODGE Coronet D44-48.	20 17	39 32-36	17-20 17-20	35 35	2°bte 4°bte	V. D. Co. P.	9-11°@1425 14-16°@1750	7-9°-14" 10½-12½°-17"	105P 105P	Ca St	D6H2 WW3-108	4-514 4-514	10 Au	10 Au	8°bte 17°bte
FORD Main. & Customline 6	24-26 14-16	35-38 26-28.5	17-20 17-20	34-37 29-32	tde 2°bte	V. D. Cs. P.	None None	16°-7.15″ 1234°-5″	90P 90P	Ho Ho	1904-F 2100	4-5 334-434	15 13-15	18 17-19	13°bte 5°bte
HUDSON Wasp DeLuxe HUDSON Wasp Super HUDSON Hornet	20 20 20	39 39 39	17-20 17-20 17-20	32 32 32	tde tde tde	FW FW FW	10°@1200 9°@2000 9°@2000	5°-12" 4°-12" 4°-12"	100P 100P 100P	Ca Ca Ca	WA1-7498 WGD-7768 WGD-7768		10-12	10-12 10-12 10-12	
KAISER Man. & DeLuxe 4ENRY J Corsair 4ENRY J Corsair DeLuxe	22 22 22 23	31-37 25-34 31-37	17-21 17-21 17-21	28-32 28-32 28-32	4°btc 5°bte tde	V. D. Ca. P. V. D.	20°@3200 24°@3000 26°@3000	12°-15" 22°-15" 14°-15"	100P 100P 100P	Ca Ca Ca	WGD YF YF	5 3% 5%	14 16 16	14 18 16	10°bte 9°bte 5°bte
INCOLN	14-16	26-28.5	17-20	34-37	3°bte	V. D.	None	17°-5.8"	110P	Ho	2140	314 414	Au	Au	18°bte
MERCURY	14-16	26-28.5	17-20	29-32	2°btc	Ca. P.	None	9%"-5"	100P	Ho	1901-FFC	316-416	13-15	17-19	5"ble
NASH Statesman NASH Ambassador NASH Rambler	22 22 22	31-87 31-37 31-37	17-21 17-21 17-21	30 30 30	4° tde	V. D. V. D. V. D.	24°@2800 30°@2700 24°@2800	716°-18" 6°-18" 736°-18"	90P 90P 90P	Ca Ca Ca	WCD-20348 YH895-8 YF-20148	41/2-51/2 41/2-51/2 4-51/2	15 12 15	15 16 15	10°bte 12½°bte 10°bte
OLDSMOBILE "98" & Super "88" DLDSMOBILE DeLiixe "88"	16 16	26-33 26-33	19-23 19-23		214°bte	Ca. P. Ca. P.	30°@3600 30°@3600	20°-19° 20°-19°	70N 70N	R-Ca Ca	4GC-WCFB WGD	4-5 4-5	Au Au		1314°bte 1314°bte
PACKARD Clip., DeLuxe, May. & Cav.	1214-17	30	17-21	23	6°bte	V. D.	16°@3200	100-10"	100P	Ca	WGD-7848	4-5	7	10	15°bte
PACKARD Patrician Custom	1234-17	27	17-20	28	6°bte	V. D.	15°@2800	13°-10"	120P	Ca	WGD-928S WCFB-985S	4-5	Au	Au	15°bte
LYMOUTH Cambr. & Cranbrook	20	39 ± 3°	17-20	35	2°bte	Ca. P.	11°@1425	0°-14"	100P	Ca	D6H2	4-514	10	14	12°bte
ONTIAC Chieftain 6	22 16	37 30	17-20 19-23	23-28 23-28	3°btc 6°bte	V. D. V. D.	23°@3600 22°@3700	24°-20″ 22°-20″	100N 100N	Ca Ca	WCD-2010S WCD-917SA	4-5.2 4-5.	11 11	13 13	12°bte 5°bte
TUDEBAKER Champion TUDEBAKER Cmdr. & Land Cr.	20 13-18	38-40 28-34	17-20 17- 3 1	271/2 371/2	2°btc 4°bte	V. D. V. D.	14°@2800 32°@2900	20°-12" 18°-1034"	100P 100P	Ca St	WE9898 WWUVL-26	4-5 4-5	16 30	16 30	15°bte 11°bte
VILLYS Aero Ace 685A Custom	20 20	39°	17-20 17-20	30 30	tde tde	V. D. V. D.	19°@2600 19°@3000	12°-14" 12°-15°	90N 90N	Ca Ca		314-414 314-414	18 16	16 16	9°bte 5°bte

ABBREVIATIONS

Dwell meter for setting point opening is not recommended

Au—Automatic
bit—Before top center
Ca —Carter

Ca —Carter

Ca —P.—Crankshaft pulley
FW.—Flywheel
Ho—Holley
N.—Regative
P.—Positive

R-Rechester Products St.-Strombers tdc-Top dead center V. D.-Vibration damper



OOLS make har

COMPRESSOR



女

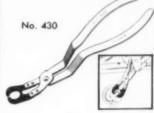
Most universal tool you can buy. Services both L- and valve-in-head engines old or new. A real favorite with thousands of mechanics. Fast, safe.

RADIO AERIAL PLIERS



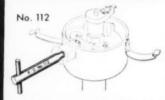
NEW. Spanner type pliers to remove, install cone shaped nut on fender aerials of all Ford-built, Cadillac, Nash, Packard. Tempered, rustproofed.

SPRING REMOVER



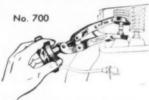
Removes horseshoe retaining spring used on interior door handles of all GM cars since 1933; all Ford-built since 1951. Thin spring steel jaws roll spring out EASY, SAFE, FAST.

CHEVROLET DISTRIBUTOR WRENCH



NEW. Removes, installs locking nut on movable point 1953 Chev. You'll need it. Carefully machined, tempered.

VALVE SPRING LIFTER



Handwheel type, for most L-heads. Specially designed to make replacement of valve locks easy. Only 8" long.

KEEPER INSERTER



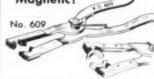
modern motors. Long, thin, easy loading.

VALVE SPRING



For BIG truck, bus, tractor engines (L- or valve-in-head), with manifolds in place! Safe, strong. 3 pairs jaws.

KEEPER INSERTER Magnetic!



For thin collar type keepers used on free type valves (Ford). Self supporting on stem. Keepers quickly aligned on permanent jaw magnets. Rustproofed.

FAN BELT FLIPPER



Removes, installs V-type belts without disturbing pulley settings. Originally for early Fords, now good on all 1950-1-2 models. Makes job easy.

Free Catalog. Write to K-D Mfg. Co., Lancaster, Pa.

.

Readers are invited to contribute to— SHOP TALK

GET ON THE BALL!

Ed P. Latimer, president of American Discount Co. of Georgia, Charlotte, N. C., told this one at the annual convention of the National Used Car Dealers Association in Biloxi, Miss., last month:

A business executive stopped his car each morning as he passed the

state mental institution. In the yard one of the inmates was continually going through the motions of winding up and pitching an imaginary baseball. One bright and sunny morning one of the executive's friends asked: "Why do you stop each morning and watch that unfortunate fellow go through his act?"

A column of informal comments about the automotive trade and its problems.

"Well," answered the executive, "if things keep going the way they are, I'll be in there soon catching for that guy and I want to get onto his curves."

"OPERATION JACK"

Friends of J. L. "Jack" Wiggins got a surprise-and a big laughin return for their thoughtfulness in communicating with him during



his several weeks' stay in a Chicago hospital.

The executive vice-president of National Standard Parts Association sent them detailed drawings of his ailments and a pretty good idea of how the medicos fought over him. Only a portion of this clever art work describing "Operation Jack" is shown here.



ANTI-FREEZE LOSS



10 warehouses coast-to-coast for fast service

SERVICE SUPPLY CO.

HUGH R. ECKARD Box 211-Newton, N. C

Mixes with and protects all types of anti-freeze

· Seals steel head gasket against anti-freeze seepage

ART STYRON Atlanta, Georgia 1115 Seventh Street Denver 4, Colorado DAVE RASKIN Dollas, Texas

> J. R. TATE Nashville, Tens

WAYNE WILKINS Memphis, Tenn.

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 5, Ga.



Hemispherical combustion chamber engine proved superior by one full compression ratio

Going beyond the theory of higher compression to get more power, Chrysler Corporation engineers have opened a new field of automobile engine design with their introduction of the hemispherical combustion chamber.

The hemispherical chamber at borderline knock is far ahead of other types—at least one full compression ratio better than the second best. The over-all performance of this chamber on regular grade gasolines has excited thousands of owners of Dodge, De Soto, and Chrysler cars—and won the attention of automobile engineers everywhere.

To determine the effect of increased compression ratio, Chrysler Corporation engineers set up a stock Chrysler V3 FirePower engine rated at

180 horsepower. It was tested at 7.5 to 1, 10 to 1, and 12.5 to 1 compression ratios. The engine responded better to compression ratio increases than any known engine design. What is more, without touching compression ratio—with changes in manifolds and carburetor alone—this engine was found to be capable of much greater power yield.

Chrysler Corporation dome-type engines have been developed as high as 430 horsepower using standard engine bore and stroke.

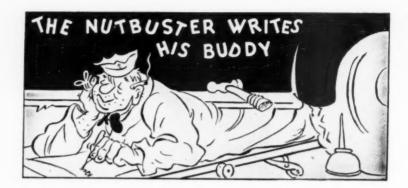
With the new engines, Chrysler engineering has reached another new goal: engines of extraordinary efficiency and durability, yielding the highest horsepower per cubic inch with maximum fuel economy for buyers of Chrysler Corporation cars.

Chrysler Corporation

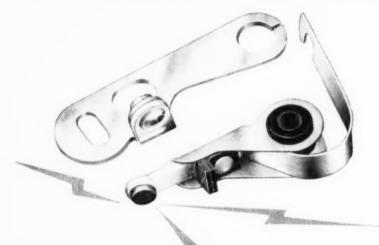
PLYMOUTH . DODGE . DE SOTO . CHRYSLER & IMPERIAL

Dear Bill.

There's no doubt about it, the seasons are coming around almost twice as fast as they used to. I guess old grandpappy wasn't as nutty as we thought when he used to say the same thing many years ago. We're still harping to our customers to get their old last winter's anti-freeze out of their radiators, and now it's time for them to be getting some new stuff for this winter. I can see where a guy like me who can't keep up with the seasons could make a serious mis-



NIEHOFF PARTS SPARK WINTER PROFITS



PERFECT FIT for quick installation in every major ignition system is a Niehoff parts characteristic that pays triple dividends: Saves time costs, speeds job completions, wins you permanently contented customers. Get the Niehoff Dealership story. It's building top business for more than 42,000 profit-wise shop operators coast to coast.

NIEHOFF PARTS

fit every make and mode! of popular cars, trucks, buses and tractors

SEE YOUR JOBBER NOW

NIEHOFF Warranteed IGNITION

C.E. NIEHOFF & CO. Anniversary
4925 Lewrence Ave.. Chicago 30, III.

Branches:

Boston 34, Mess., 254 Brighton Ave. Los Angeles 15, Cal., 1330 W. Olympic Blvd. New York 19, N. Y., 250 W. 54th St. take in his recommendations!

I've also found I'd better sample my own medicine once in awhile. I've always been afraid some of our regulars would have some serious brake trouble after leaving the shop and we'd be responsible for their grief. So I keep after them to let us yank a front wheel now and then to make lining and cylinder inspections.

Well, this week-end we made a long drive into the hills, and I had occasion to do a quick brake-down from a high rate of speed. Believe me, I could barely hold the old wagon between the fences until I brought her down to a stop. When we got home I pulled a front wheel to see what was cooking.

I found a leaky wheel cylinder and a sticky lining. Then I grabbed off the other and found more of the same. Which all goes to show that wheel cylinders may start leaking before you make the last finance payment—which I ain't, yet.

Notice considerable editorial matter directed to the car manufacturers urging them to turn their attention from "power" to "safety" in future products. When you consider that a fair-sized city could be populated with the persons losing their lives each year, you can see the validity of the suggestion. We probably couldn't reduce the death rate to nil, for even the manufacturers of such innocent and sluggish items as step ladders and bath tubs have a certain percentage of deaths charged up to their products also.

When rapid movement becomes a factor, somebody is bound to get hurt, regardless if his vehicle be a rowboat or roller skate, so some loss of life is certain to be recorded so long as millions take to the highways. But if we could reduce the loss to only enough people to populate a small village—rather than a small city—yearly it would

Mr. Jobber:

Advance Century Money-Back Guarantee

...Lets You Sell These Washrack Products with Complete Confidence

We couldn't make this unconditional guarantee if we weren't sure of the quality of our automotive washrack chemicals.

And by the same token, you want to sell a line that you know is "kick-proof". That's why it will pay you handsome dividends to carry the Advance Century line.

Good Acceptance
Good Profit

Fast Turnover

Backed by Heavy Advertising

Advance products are advertised regularly in "Southern Automotive Journal" and "Super Service Station" to back up your selling efforts.



Write for catalog and price list today!

Representatives across the Nation

ADVANCE CENTURY MFG. CO.

P. O. BOX 781 . GREENVILLE, SOUTH CAROLINA

Performance-Proved

No. 761 Car Foam

No. 664 Rubber Wax

No. 777 White Tire Paint

No. 555 White Sidewall Cleaner

No. 444 Dual Cleaner

No. 353 Insect Remover

No. 666 Neutral Wax

No. 400 Rubber Renewer

No. 500 Upholstery Cleaner

No. 999 Mat Magic

No. 123 Mechanics Hand Soap

No. 222 Windshield Washer Solvent

No. 100 Windshield and Glass Cleaner

No. 141 Tire Sheen

be a big boon nationally, and I'm for it.

Maybe if they can't get people to fasten a safety belt they could contrive a pair of padded arms that would come out of the back of the seat and automatically and inevitably surround the individual rider so he won't fly out the windshield or bash his head against the front of the car, come a crash. Seats could be lightened and be anchored to the frame to keep them from uprooting and going with the rider. Bumpers could be

made so they wouldn't hook together in a sideswipe, or if they extend around the car, tend to bounce off of a sideswiped item rather than hooking to it.

A roll bar could be concealed behind the center door post which could help hold these light tops off the seat tops in a roll over. Doors could then be anchored securely closed, so they wouldn't pop open and spill out passengers at the slightest twist of the body, as they often do now. Fast releases could be provided at needed points to

allow a quick release of passengers held inside.

The cost of these safety items would certainly not approach the cost of many of our more expensive accessories, and if put in use would save many a customer as a prospect for a new car. Too many of them are only good for a short, slow, last ride after a smack-up, these days.

Yrs, Ed.

Most Out of Welding

(Continued from page 89)

panel and causing more distortion than when welding forward.

Another advantage is that the heat is thrown ahead, preheating the metal about to be welded.

A weld in a break or in a torn place in the center of a panel can be hammered while red hot. Weld about ½" at a time, then lay the torch down and quickly hammer the weld level and smooth, using the dolly as an anvil. This procedure should be repeated until the full length of the break is welded and forged.

This operation is termed "forging welds." A forged weld can be metal-finished without soldering. This naturally makes the job less expensive.

A study of the varied uses of welding equipment will disclose many ways to "cut corners" in body-shop repairs and will cut cost, adding more profit to the op-

Four Sales Managers Appointed by Ford

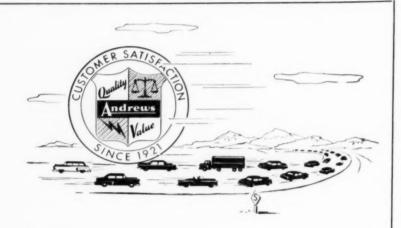
eration.

A PPOINTMENT of four assistant general sales managers for the Ford Division, all from the Ford sales staff, has been announced by L. W. Smead, general sales manager.

They include: Chester E. Bowie, field operations; Charles J. Seyffer, dealer relations; Frank J. Mc-Ginnis, advertising, sales promotion and training, and Guy Hamilton, Jr., planning and analysis. Seyffer was for a time district sales manager at Jacksonville, Fla.

Studebaker Ups Georgian

Thomas M. Johnson, formerly car distributor at the Atlanta, Ga., branch of The Studebaker Corp., has been named district manager in that branch. He has been with the firm since 1950.



32 Years of Service

to the Automotive Replacement Trade

ANDREWS IGNITION PARTS, WIRE AND CABLES HAVE BEEN GIVING CUSTOMER SATISFACTION SINCE 1921.....



Andrews MANUFACTURING CO ST. LOUIS, MO.

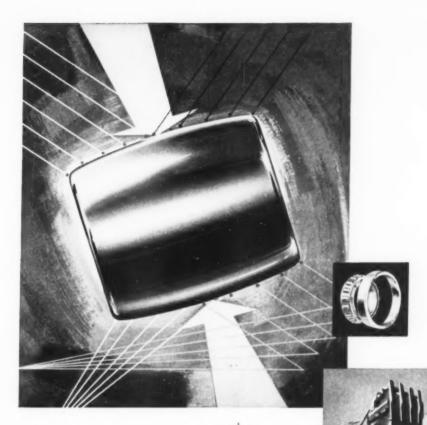
Southeastern Representative.

LAWRENCE M. HIRSIG & COMPANY

American National Bank Building Jacksonville 7, Florida Southwestern Representative:

LYNN & HEMPHILL

301 North Market Dallas, Texas

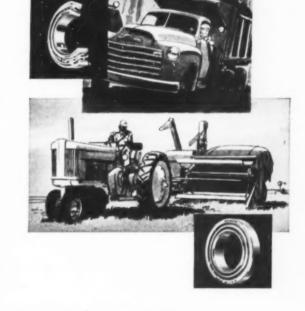


A new era in bearings is taking shape...

NEW HYATT BARREL BEARING

now available in volume!

Industrial designers and engineers seldom make changes in bearing specifications. But when they discover something really new—like Hyatt's BARREL BEARING—out come the blueprints! And this time they know they've got something! Hyatt's new Barrel Bearing combines dual-purpose design with self-aligning action. It takes load from any direction and operates at full efficiency under conditions of misalignment! And, because barrel-shaped rollers provide high load capacity with low friction, this unique bearing is ideal for a wide range of applications. Best of all, the cost is far lower than you would expect! Find out how to improve your product . . . Consult a Hyatt Sales-Engineer, or write for our new Barrel Bearing catalog.





ROLLER BEARINGS

HYATT BEARINGS DIVISION . GENERAL MOTORS CORPORATION, HARRISON, N. J.

One-Stop Supplier

(Continued from page 68)

an individual department or store representing that particular manufacturer. All the merchandising ideas, lay-out and installation know-how garnered through the accumulated experience of that particular manufacturer specializing in the specific product, is available to car dealers, garagemen, fleets and to other customers. Skilled personnel, generally factory-trained, are readily available

at automotive wholesalers.

Just as the department store supplies its customers with a "onestop source of supply," so does the automotive wholesaler — all the way from a service department for every line handled to a central bookkeeping system with all invoices accurately summarized for those with open accounts.

The automotive wholesaler does not compete with his own customers. His services are not duplicated in the national economy by any other type of business or service.

He stands unique as the intermediary between the factory he represents and the customers to whom

Frankly, what does the automotive wholesaler mean to his customer?

To the car dealer, he means a dependable source of supply, a lower inventory, less insurance coverage, less need for highlyspecialized personnel, greater opportunity to concentrate on the sale of new cars, immediate availability of nationally-advertised items which the dealer's customers occasionally request.

To the garageman, the automotive wholesaler means ready accessibility for parts, equipment and supplies for all makes and models, a one-stop source of supply, limited financing, reliable information on specialized problems, profit-making suggestions and merchandising ideas.

To the fleet owner, the automotive wholesaler means ready accessibility with a minimum inventory, service factory-direct, money-saving suggestions and ideas, tools, equipment, parts and supplies of the better-recognized brands

To the super-service station, the automotive wholesaler especially means diversification of brands which the customers of an area request, profitable purchasing without overstocking, labor-saving and profit-making tools and equipment

The automotive wholesaler is the direct representative of highly-specialized factories. He can assist all of his customers without competing with them. He has services almost too numerous to mention. He urges you to use his services. He is a substantial citizen in your community. The reliability and dependability of his products are solidly backed up by the factories which he represents.

He welcomes your suggestions to serve you - and to serve you well that his services may warrant the right to serve you again and again!

Alexander Heads Service

J. W. Alexander has been named general service manager of the Kaiser-Willys sales division of Willys Motors, Inc. He will supervise both parts and service operations. Alexander was with Chrysler Corp. for 12 years before joining Kaiser-Frazer Corp. in 1946 as a service executive.

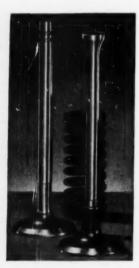
MANLEY VALVES

.... win and hold satisfied customers."



says Albert E. Duncan, Duncan Auto Supply Co., Inc., Fort

Worth & San Antonio, Texas.



"We have sold the full line of Manley Airchrome Valves for ten years in both our stores-and Manley only. Each year our business has grown and we don't know what valve trouble is." Everybody profits more with Manley Parts. Ask for name of local jobber. Manley Valve Corp., 1523 Fairmount Ave., Philadelphia 30, Pa. District Sales Representatives: J. S. Connell Co., Dallas, Texas; Lawrence M. Hirsig Co., Jacksonville, Fla.

New catalog sheets available, listing many new numbers.

... supplier to leading original equipment manufacturers

MANLEY Value Parts

Pyramid your Profits with this **RUST MASTER PYRAM** SALES DISPLAY EASY TO HANDLE!



NOW . . . in the new ROUND cans. The same good products - but a brand new package. The tamperproof cans are real protection against substitution. These nation-wide favorites for servicing cooling systems -RUST MASTER and LEAK MASTER - now have even greater sales appeal . . . assuring greater turnover, bigger volume, higher profits.

Pour RUST MASTER Products into your customers' car and you pour profits into your cash register! Car owners everywhere know the dependability of RUST MASTER and LEAK MASTER . . . so put these two top profit-winners out where everyone will see them - and buy them!

Look for the familiar **RED-AND-YELLOW** DOT CAN . . .

- NO LEAKING
- NO DETERIORATION
- POSITIVELY TAMPER **PROOF**
- PRICED RIGHT FOR **GOOD PROFIT**

Rust Master Chemical Co.

THE FABULOUS FOUR MONEY-MAKERS



RUST MASTER



CARB MASTER



SLUDG-MASTER







PRODUCTS WORK WHILE YOU RIDE Chemical Company

56 CREIGHTON ST., CAMBRIDGE, MASS SILENT PARTNERS OF MOTOR EFFICIENCY



© 1953

Ride with

Strengthening Wholesaling (Continued from page 62)

the business, and customer and supplier opinion as well, will be found to parallel the man who is responsible for its management. Even though we may have brought our businesses to the point where they are considered successful, they have by no means reached the limit of their potentiality. Many of us graduated (if I may use the term loosely) from

mechanics or parts men and are

what is known as self-made businessmen. There are certainly no aspersions to be cast on that score, but all of us have our limitations.

Furthermore, we become weary in well doing. It behooves us, therefore, to develop management not only to carry on, but to carry beyond. There have always been very few men of management caliber. There are fewer now after 20 years of security indoctrination. But there are some; and the chances are good that there is one or more in your firm at this time.

He may be your son and he may not be. I might add, parenthetically, that I do not know of anything more tragic for the boy or for the business than to force a fine young man into his father's shoes when he may be either too large or too small. And very often the wrong style!

But wherever you find management ability, real or potential, it needs only exposure to opportunity to seize responsibility with zeal and enthusiasm and it develops rapidly with use. Further, wherever we discover management ability we invariably find a man with a burning desire for a business for himself. The chances are good that he will have one some day, somehow. Why not then have this man who you have carefully trained, as a partner rather than as a competitor?

Two Probable Advantages

This has two advantageous probabilities. It will enable us to ease off in time to enjoy some of the fruits of our labors without the possible disastrous results of forced retirement which often seems to result for the owner and, in some cases, for the business as well. Further, in turning the actual management of the business over to a younger man, we will be giving the firm and its employees an opportunity to take on new life. This presumes, of course, that the new partner has been well grounded in the fundamentals and ideals of our particular business. And, if we are able to keep hands off, the business will perhaps acquire new horizons at the same time.

3 And third, the automotive jobber needs a strong trade association in order to have a permanent, profitable business for the future. This we do not now have. Many of the serious problems of the independent jobber of today could have been avoided had we been able to speak with a sufficiently loud voice and in unison when encroachments came on what we consider our rightful sphere of operation. Actually, the concept of unionism or associations for mutual aid or protection is not the lofty idealism to which men should aspire. But, human nature being what it is, guilds of some sort have always existed and doubtless will be present in the future to satisfy the need.

There are few, if any, permanently successful branches of American industry which do not have their own trade associations

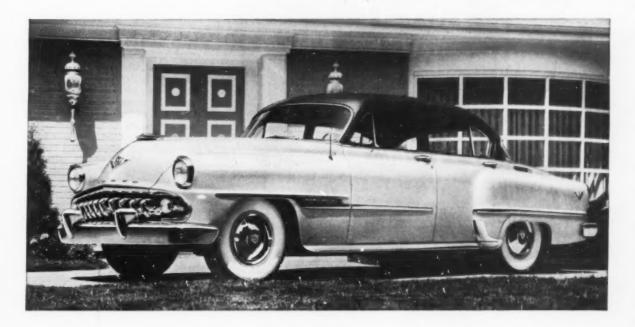


READING BATTERIES, INC.

LAWRENCE M. HIRSIG & CO. Jacksonville 7, Florida RICHARD LAWRENCE Lynchburg, Virginia Announcing new 1954

DE SOTO AUTOMATIC

with new fully automatic POWERFLITE TRANSMISSION



Here, at last, is the car capable of carrying out sudden orders swiftly, silently and safely at all speeds

This is a big event. A new car is being introduced that may well be the newsworthy car of 1954.

It's the new De Soto Automatic on display at De Soto dealers right now. Not just new in appearance, it is new in its whole concept of driving ease, comfort and safety.

First, a new type of fully automatic transmission is on this De Soto, called POWERFLITE. Advantages: No clutch. Instant response without lag or lurch between gears.

This De Soto Automatic is powerful, too. You have your choice of the mighty Fire Dome V-8—now stepped up to a terrific 170 h.p.—or the famed, thrifty Powermaster Six.

No wheel fight from rutty, stony roads with Full-Time Power Steering. To turn sharp corners or to park is a onefinger job. Power Brakes stop you at a gentle touch. And if you wish, there's real De Soto Airtemp air conditioning. Emphatically beautiful, this De Soto has completely restyled interiors. Rich new fabrics are decorator-matched to car colors. Brilliant new instrument panel.

These are the high lights. There's much more to see, Your De Soto dealer is ready to show it to you—today.

Don't miss Groucho in "You Bet Your Life" on NBC Radio and Television. Presented weekly by De Soto-Plymouth Dealers,

DE SOTO
puts you ahead automatically!

which are effective from the national level on down to the local. Certainly all phases of the automotive industry, excepting the retailer and jobber of independent status, are effectively organized. A great deal of thought and some effort have been given this matter by leading jobbers throughout the country, but to date the results have been spotty. The great need is for organization on the three levels of national, state and local, all tied into one strong group of wholesalers by affiliation.

The chief reason for the local is to promote fellowship and to perform grass-roots service for the state association.

The principal function of the state association is to handle legislative matters which affect jobbers in the state, to promote projects on a state or regional basis and to aid the national association in making its service to the membership as effective as possible. Some progress has been made in recent years in organizing state associations, but it has been only

by one state assisting another and without any affiliation with either local or national groups or with each other.

The state of Alabama, under the direction of its energetic secretary, Nathan M. Roberts of Montgomery, has set a fine example of what can be accomplished on a state level. He has aided several other states in getting their jobbers organized and has rendered valuable service to our own Texas office in Austin, which is now stepping out under the direction of G. C. Morris, a former member of the state legislature.

Where National Fits In

The principal area of service of the national association, of course, should be relations of jobbers with their suppliers, servicing the state groups and attending to national legislation and projects of jobbers which are undertaken on a nationwide scope. Unfortunately, we find ourselves with two national organizations of automotive wholesalers in competition with each other and neither with any affiliation with state or local groups. In my humble opinion, if one of these fine national associations would become great, it would seize the opportunity to lend the services of its field men in the organization and strengthening of these state groups. It should come with a practical plan of affiliation on local. state and national levels. And through service it would grow!

There are also other splendid trade associations springing up to serve the specialized automotive jobbing services, which further scatters what should be concerted effort when our mutual interests are involved. In this connection. the writer would also suggest that our one great association be comprehensive in its membership to include all phases of independent automotive wholesaling. Each should have its separate panel with the panel's own chairman in both state and national associations. I refer to specialized groups such as paint. bearings or motor rebuilding.

And so, while the problems of automotive wholesalers are many. they are not insurmountable and there will always be a perimeter of service in this great industry in which so many of us have grown up. Our businesses are here to stay, particularly if we keep our money in the business, develop and use the good men in our firms and build a strong trade association whose job it is to protect our in-



"I have found Commercial Credit will cooperate in any way possible"

says WILLIAM L. THOMAS, Cleveland's largest Ford Dealer operation of Commercial Credit, we could not have made the same progress. Whether it's a matter of sitting down to discuss a specific financing problem, handling collections so as to avoid expensive repossessions or keeping our sales force posted on the Plan, we find Commercial Credit always ready to be helpful.

"Commercial Credit's automatic customer follow-up helps us maintain contact with the customer, gives us first crack at selling him another car. Repair work brought to us by adjusters for the Calvert Fire Insurance runs into thousands monthly. We make it a point to try and finance every deal through Commercial Credit Plan."

Why not borrow a leaf from Mr. Thomas's success story and start using the Commercial Credit Plan. For complete facts, just call the Commercial Credit office nearest you. Be sure and ask to see "The Salesman's Angle" when you do.



COMMERCIAL CREDIT

CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore ... Capital and Surplus over \$1.35,000,000 ... offices in principal cities of the United States and Canada.

terests in all fields and to point up new and better areas of service to the customers and suppliers whom we essay to serve.

60,000,000 Filter Changes Seen as Annual Market

ON THE basis of two changes a year, the potential market for replacement oil-filter elements is 60,000,000 annually, and the potential is growing every year.

This estimate was made by John C. Hines, general sales manager of AC Spark Plug Division of General Motors, who said that over 30,000,000 vehicles are now equipped with oil filters.

Over 70 per cent of car owners will have a new element installed if it is suggested to them by their serviceman, Hines said. The same survey that revealed this percentage also showed that only 30 per cent of car owners were reminded by servicemen to have elements changed

"With many cars and trucks now using oil filters as either standard



Mr. Hines

NEW "GUARANTEED" MERCHANDISER STIMULATES REPEAT ORDERS



Fast, Profitable Sales Follow **Build-A-Stock Installation!**

This new "Guaranteed" Merchandiser offers you a profitable large unit sale PLUS an automatic program of continuous repeat business. The Merchandiser grows and grows as your accounts get bigger. It is stocked with proven fast-selling parts. Your customers will find this practical selling tool a complete program of ignition inventorycontrol, display, merchandising and SALES! Colorful free metal signs. Gleaming whitebaked long-wearing enamel cabinet. Since quantities are limited, we suggest you write for full particulars at once.



Sell the Merchandiser with

PROVEN MECHANIC APPEAL

Write today to

PARTS CO. INC. SENECA FALLS, N. Y.

or optional factory equipment, the demand for replacement elements has skyrocketed and we at AC are increasing our oil filter production facilities by 30 per cent in anticipation of still further demand," Hines stated.

Hodges Elected at Ocala

H. M. Hodges, Blalock's, Inc. (Studebaker), has been elected president of the Ocala (Fla.) Automobile Dealers Association. Jack Rodgers, Rodgers Brothers Motor Co., is vice-president and William L. Waller, Marion Motor Co., is secretary-treasurer of the association.

STATEMENT OF OWNERSHIP
Statement required by the Act of August
24, 1912, as amended by the Acts of March
3, 1933, and July 2, 1946 (Title 39, United
States Code, Section 233) showing the ownership, management and circulation of Southern Automotive Journal, published monthly
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Tusiness Manager, A. F. Roberts, Atlanta,
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The known bondholders, mortgagees and other security holders owning or holding one per cent or more of total amount of bonds, mortgages or other securities are: None.

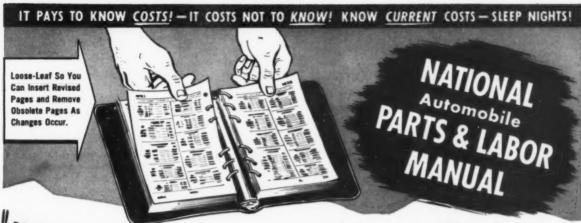
bonds, mortgages or other securities are:
None.

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A F ROBERTS.

A. F. ROBERTS,
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23rd day of September, 1953.
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- 421 BOW TO PREVENT PREPARTURE AND NON-technical 14 page bookies describing the points of maximum brake block life, Centains excellent chart showing every type of damage with cames and correction for each. Grienty Mig. Co., Paulding, Ohio.

List Items You Want. Tear Out and Mail Attached Card Now!

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.

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Send me these FREE Catalogs and Bulletins
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City Zono Stafe
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More New Products

(Continued from page 75)

717—Oil Additives

A fuel additive, a crankcase additive and a motor tune-up and carburetor cleaner have been added to the line of Mac's Super Gloss Co., 6040 N. Figueroa St., Los Angeles, Calif.

The additives are said to protect engine from rust and to improve operation. The cleaner contains seven ingredients that clean and help to prevent rust and deposits. The cleaner and the crankcase additive are packaged in 15-oz. cans, while the fuel additive is in a 4-oz. can. Want more info? Use coupon on

page 114 and you will get it!

718-Frame Lift

A single-post frame lift, with four all-metal lifting pads that are said to accommodate more than 90 per cent of all 1940 and later models of conventional passenger cars, is now



available from Curtis Pneumatic Machinery Division, 1905 Kienlen Ave., St. Louis 20, Mo.

Only one set of adaptors is required, the manufacturer said, principally for use with "frameless" cars. The lift has a capacity of 8,000 lbs. It is available in both full-hydraulic and semi-hydraulic types with builtin safety retard valve and optional

low-oil-level safety valve.

Want more info? Use coupon on page 114 and you will get it!

719-Jack Holder

A holder for hydraulic jacks, designed to hold jack in upright position to prevent loss of fluid, damage to floor mats or noise of jack bouncing in truck cab, has been announced by W. J. Products Co., P. O. Box 4035, Oklahoma City, Okla.

The holder can be locked to prevent theft of jack. It is adjustable to fit jacks with capacities of 5 tons.

to fit jacks with capacities of 5 tons to 12 tons and will also accommodate many 20-ton models.

Want more info? Use coupon on

page 114 and you will get it!

720-Tune-Up Chart

A wall chart that gives ignition tune-up specifications, fuel pump pressure specifications with car applications and ignition parts applications has been issued by Kem Manu-facturing Co., Inc., Fair Lawn, N. J. Information on 1953 models is fully covered.

Want more info? Use coupon on page 114 and you will get it!

721—Battery-Tester Catalog

A catalog on its line of C & C battery charging and testing equipment has been issued by McColpin-Christie Corp., 3410 W. 67th St., Los Angeles

43, Calif. Among the new features of the equipment listed are plier-type battery clamps.

Want more info? Use coupon on page 114 and you will get it!

722—Armature Tester

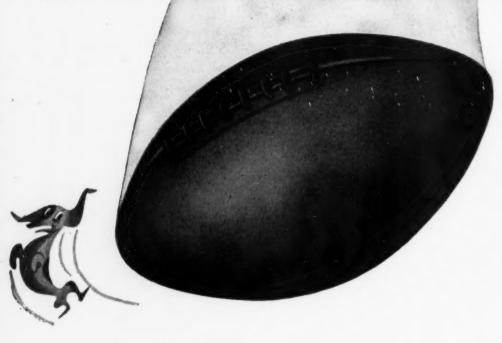
A growler to test armatures for A growler to test armatures for short circuits and open circuits has been added to the line of Frank N. Wood Co., 344 W. Main St., Waukesha, Wis. Model AT-2, as it is identified, is said to contain the same core and winding as Trucut No. ATM-1.

Want more info? Use coupon on page 114 and you will get it! (More New Products on page 118)



BONNEY FORGE & TOOL WORKS, ALLENTOWN,

YOU JUST CAN'T DO BETTER.





NO, YOU JUST CAN'T DO BETTER!

This set will out perform any other piston ring set in the "hard to hold" jobs regardless of kind, design or price

CHROME LAK-PRO



PISTON RINGS



McQUAY-NORRIS MANUFACTURING CO., ST. LOUIS 10, MO.

More New Products

(Continued from page 115)

723—Release Bearings

A line of clutch release bearings with nylon-thermoplastic ball retain-

ers is now being marketed by Airtex Automotive Division, Fairfield, Ill.

The thermoplastic permits accuracy in machining and endurance under continuous bearing operation, the manufacture soid. The material the manufacturer said. The material will give long service in operation at top speeds, with overloads and at ex-



SECOND "PUSH-BUTTON" TEST Twenty seconds is all it takes for an accurate, scientific battery analysis with a Marquette. Individual cell check sells new batteries on the spot! Marquette Fast charges . . . Slow charges . . . Boosts batteries . . . either 6 or 12-volt. Get Set to Build BIGGER battery sales and service profits. CHARGERS AND TESTERS Ask your jobber salesman for a demonstration! He will show you the famous Marquette 20-second "Push-Button" test that Sells New Batteries on the spot! No obligation, Free Booklet-"Guide to Better **Battery Testing and Charging"**

tremes of operating temperatures, it was stated.

Want more info? Use coupon on page 114 and you will yet it!

724-Conditioning Oil

An engine conditioning oil, designed to free hydraulic valve lifters that have stuck due to sludge or varnish deposits, has been intro-duced by Shell Oil Co., 50 W. 50th St., New York, N. Y. The oil is not intended for con-

tinuous use, but is recommended by the manufacturer for use once or twice to correct conditions caused by sludge or varnish. The oil, which is not an additive, is available in SAE 10 and SAE 20 weights.

Want more info? Use coupon on page 114 and you will get it!

725-Reversible Ratchet

A Flex reversible ratchet that can be operated at angles from horizontal to vertical position to facilitate handling of hard-to-reach nuts has been introduced by New Britain Machine
Co., New Britain, Conn. It is available with a 36" square drive.

Want more info? Use coupon on

page 114 and you will get it!

726—Tube Tools

A tool for cutting copper tubing of 46" to 146" outside diameter and a flaring tool for tubing are now a-vailable from Dorman Products, Inc..





1004 Sycamore St., Cincinnati 2, Ohio.

The flaring tool handles seven sizes of tubing from 3/16" to %" inclusive. The cutter has a tool-steel cutting wheel, hardened rollers and retractable reamer.

Want more info? Use coupon on page 114 and you will get it!

727-Wheel Balancer

A universal bus and transport truck wheel balancer that also handles passenger-car wheel has been added to the line of Hunter Engineering Co., Hunter Ave. and Ladue Rd., St. Louis 24, Mo.

Other items recently introduced include a balancer for wheels up to 9:00 x 20 size, a wheel adapter for foreign cars and a run-out gauge. The heavy-duty unit has an 8-horsepower spinner and a portable utility

Want more info? Use coupon on page 114 and you will get it! (More New Products on page 122)

MARQUETTE MANUFACTURING CO., INC.

MARQUETTE MFG. CO., INC.

ntlemen: Please send me your free booklet Name.....

307 East Hennepin Avenue,

Minneapolis 14, Minn.



Protecting More New Car Engines Than **Any Other Brand**

Standard or Optional Factory Equipment on Such Vehicles as... CHEVROLET









FINEST FILTRATION FOR ANY MAKE OF CAR. TRUCK, OR TRACTOR





THE MALLORY IGNITION LINE—A Real MONEY-MAKER for How!

A Mailory Distributor can be supplied for practically any car or truck... It is universal... Can be used with either the Mailory "Bust" Coil, the conventional coil, or the revolutionary Magapark Transfermer... In addition, a line of convention kits for most popular cars rounds out this QUALITY ignition line... Adds up to eithe profits for you... Ask your salesman... or write today for complete information and engineering data on the Mailory systems.



Mallory Electric Corporation has been operated by its founder, M. Mallory, and engaged in the manufacture of ignition systems for thirty years... It is of interest to note that approximately half of the automobiles produced in America today use Mallory principles in their ignition systems which were patented by M. Mallory.

MALLORY ELECTRIC CORPORATION



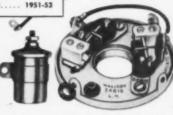
BUICK (Roadmaster-Super). 1950-52 BUICK (Special). 1950-53 CADILLAC (V-8)..... 1950-53

OLDSMOBILE (V-8). 1950-53 PACKARD (8 Cyl. Delco) 1950-53 PONTIAC (8 Cyl.). 1950-53 STUDEBAKER (V-8).



EMBLY No. 24990

gned to operate the circuits of th gspark Transformer



ASSEMBLY No. 25000

Ball-bearing, dual-point advance plate designed for use with the singleary ignition coils of the conven

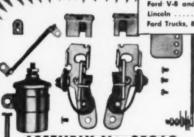
CHEVE	OLET				1933-53
NASH	RAM	BLER			1950-52
NASH	STAT	ESMA	IN.		1948-53
PACK	ARD, 6	6 Cyl.	(De	elco)	1941-47
CHEVE	OLET	TRUC	CK .		1933-53

INTERNATIONAL	TRUCK	1941-53
GMC TRUCK		1938-53
WHITE TRUCK, 6	Cyl. (Del	lco). All
MACK TRUCK, 6	Cyl. (Del	ico). All
FARM TRACTOR	A CVL (D	alcal All

embly No. 25050 seaker-points and **6 Mallory Mag-**



ASSEMBLY No. 25050



ASSEMBLY No. 25060

Is designed to operate the circuits of the Mallory Magspark Transformer and can ed only with this Transformer.



ASSEMBLY No.

Is designed for use with the singleprimary ignition coils of the conven

12416 CLOVERDALE AVENUE DETROIT MICHIGAN

.....1949-50-51-52-53 1950-51

More New Products

(Continued from page 118)

728—Centering Fixture

A piston centering fixture de-signed to put centers in centerless pistons quickly and accurately is now being produced by Frank N. Wood Co., 344 W. Main St., Wau-kesha, Wis.

A center drill extends through centering cone. Cone is lowered onto the head of the piston, spring tension is applied and the cone is locked on

upright post with lock screw. Center drill can be operated by portable electric drill or drill press. A depth

want more info? Use coupon on page 114 and you will get it!

729—Steam Cleaner

Model 121 steam cleaner, featuring a hot water rinse attachment and an attachment for reverse flushing of automotive radiators, has been introduced by Aeroil Products Co., Inc., Wesley St., South Hackensack, N. J.

The unit has a capacity of 120 gallons an hour at 75-110 lbs. working pressure, the manufacturer said. One filling of compound tank is said to be



sufficient for eight hours average continuous operation. A variety of chemicals can be used without premixing. Gun control permits operator to shut off flow of steam without go-ing back to machine itself. The unit shuts off automatically in case of water-supply restriction.

Want more info? Use coupon on

page 114 and you will get it!

730—Clutch Sets

Packaged clutch sets, containing all parts necessary to do the job sealed and packed with complete installation instructions, are now available from Accurate Parts Manufacturing Co., 1600 S. Ashland, Chicago 8, Ill.

Each set consists of a new Powerflex clutch plate and a remanu-



factured pressure assembly, plus new gaskets, pilot bushings and throwout bearings, springs and guide plates where needed. Plate and pressure assembly are balanced for vibration-freed action, it was stated, and are tested for full release and smooth engagement.

Want more info? Use coupon on page 114 and you will get it!

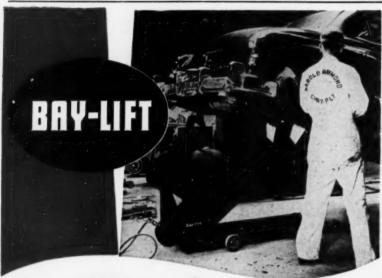
731—Plastic Spray

Acra-Seal plastic spray to protect automotive ignition systems and make them resistant to moisture has been added to the line of Radiator Specialty Co., 1700 Dowd Road, Charlotte, N. C.

The plastic is sprayed on directly from its pressurized can. It is said to protect against drown-outs and prevent rust formation. It may also be

used on chrome parts.

Want more info? Use coupon on page 114 and you will get it! (More New Products on page 125)



Only BRY has 4-way Suspension

This exclusive structural design anchors the two sets of lifting arms in four places to insure maximum and essen-tial car balance. No other lift has 4-way suspension!

World's finest portable, pheumatic end lift because:

SUPREME SAFETY

In addition to exclusive 4-way suspension, BAY-LIFT has a double safety automatic locking device.

MAXIMUM JOB COMFORT

By bringing job to proper working level, up to 50 inches in 10 sec-onds, BAY-LIFT insures greater efficiency.

HANDLES EASY

There's no trick to moving BAY-LIFT into position, or raising or lowering. No "tricky" attachments either.

GOES ANYWHERE

Wherever an air hose will reach, whether the car is outside or on the upper floors BAY-LIFT can go to work.

TAKES LESS ROOM

In use, does not extend beyond car. When not in use BAY-LIFT can be placed on end in a space 27" square.

SERVICE-FREE

Versatile, rugged and dependable, BAY-LIFT requires a minimum of

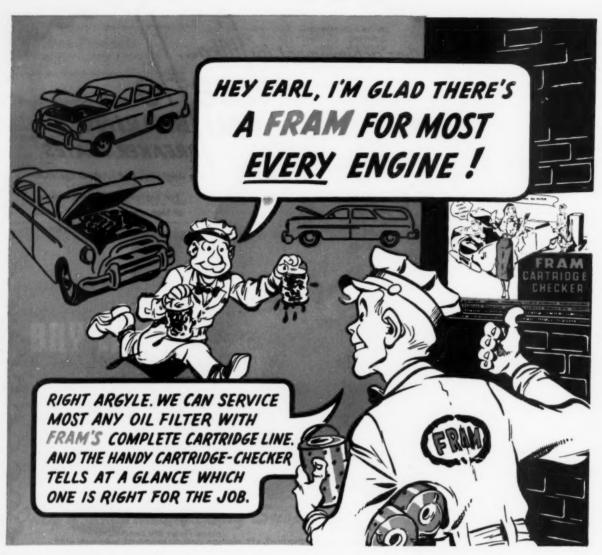


Comparison proves BAY-LIT superiority, so ask your job-ber for a FREE demonstration today. For name of nearest



BAY MANUFACTURING CO. Dept. J Torrance, California OVERSEAS DIVISION: 276 W. 43 STREET, NEW YORK 36, N. Y.





ME, I LIKE THE FRAM GUARANTEE ON EVERY CARTRIDGE. IT PROVES I'M GETTING THE BEST PROTECTION FOR MY ENGINE WITHOUT RISKING A PENNY!





DON'T FORGET BOYS, FRAM MAKES ALL TYPES OF FILTERS-FULL FLOW AND BY-PASS CARTRIDGES. YOUR CUS-TOMERS GET ENGINEERED PROTECTION FROM FRAM. I'LL BE SENDING FRAM CUSTOMERS
YOUR WAY. YOU'LL CASH IN ON
EVERY ONE...WHEN YOU
SELL EVERYONE
ON FRAM!

WESTERN UNION OPERATOR 25

FRAM OIL • AIR • FUEL • WATER FILTERS

FRAM CORPORATION, Providence 16, R. I. In Canada: Fram Canada Ltd., Stratford, Ont.

More New Products

(Continued from page 122)

732-Air Compressor

Air compressors in 15-hp and 20hp models have been added to the line of Kellogg Division, American Brake Shoe Co., 97 Humboldt St., Rochester 9, N. Y.

Of V-type construction, the compressors are four-cylinder, two stage



models. Twenty-two numbers available to cover a wide range of applications. Model BD461A, illus-trated, features dual controls that permit either automatic stop-start operation for intermittent use or automatic intake unloader operation for use when air demand is constant.

Want more info? Use coupon on page 114 and you will get it!

733-End Lifts

End lifts for cars and trucks, featuring forks that are painted white to assure easy placement under vehicle, are now being marketed by Bay Manufacturing Co., Torrance,

The portable, pneumatic lift has a two-stage control valve that enables



mechanic to move the forks into position gradually for easy contact with undercarriage. The lifts can be used anywhere an air hose will reach. When not in use, they can be stored on end in a space 27" wide.

Want more info? Use coupon on page 114 and you will get it!

734—Seat Cover

The Cushion Topper, designed to protect the seat cushion while leaving the seat-back upholstery in view to blend with car interior, has been announced by The Crest Co., 5735 Cass Ave., Detroit 2, Mich. The bottom of the cover is of foam rubber to hold it in place and give greater comfort, while the top is of smooth fabric in a choice of six colors.

Want more info? Use coupon on

page 114 and you will get it!

735-Cigaret Lighter

A cigaret lighter with a protective "sleeve" that trips out and forms a

wall around the hot filament to protect fingers has been announced by Casco Products Corp., 512 Hancock Ave., Bridgeport, Conn.

The sleeve also acts as a wind-guard to keep the filament from cooling off as quickly and to reduce the chance of flying sparks. As an additional safety factor, the lighter is surrounded by a ring of amber light that glows continually, making it easier for the driver to locate the lighter and reducing the time his eyes are off the road. The Safety-Guard, as it is called, has an illuminated well to guide the smoker's hand back to the spot for replacement.

Want more info? Use coupon on page 114 and you will get it!



Corp.

Mc COLPIN - CHRISTIE

3410 West 67th Street Los Angeles 43, California

736—Shop Crane

A shop crane for lifting big engine blocks, heavy dual wheels and similar items has been added to the line of Lempco Products, Inc., 5490 Dunham Road, Bedford, Ohio. Three models of the Mobilcrane

available, ranging in capacity



from 1/2 ton to 11/2 tons. The cranes can lift and carry loads through doorways, down narrow aisles and into elevators. The hydraulic mechanism is sturdily constructed for long, hard service.

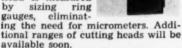
Want more info? Use coupon on page 114 and you will get it!

737—Cylinder Borer

The Blue Boy "Bore Master," designed to rebore cylinders on small

air-cooled engines, has been an-nounced by P & E Co., Machinery Control Clearwater, Fla.

Cutter head is adjustable to .010", .020" and .030" oversize. Heads are furnished in the 2" to 21/8" range to service many small engines. The ma-chine is attached to block by a universal adapter plate and is selfcentering. Adjust-ment of cutter head is measured



Want more info? Use coupon on page 114 and you will get it!

738—Truck Mufflers

A line of heavy-duty mufflers for trucks, in sizes to fit most exhaust systems with 2" to 4" outlet dimensions, has been introduced by Merit Muffler Division, 619 Smith St., Toledo 1, Ohio. An "S-flow"

construction gives good silencing without cutting down power, the manufacturer said. The mufflers are made of 16- and 12-gauge steel for extra strength. Accessories for various applications, in-cluding tailpipes, hangers and clamps, are available.

Want more info? Use coupon on page 114 and you will get it!

739-Hydraulic Pump

An automatic "push-button" hydraulic pump to operate rams and cylinders used in frame and body straightening has been announced by Bee Line Co., Davenport, Iowa.

The push-button is on top of the pump for convenient control by foot or knee when both hands are in use making ram set-ups. The pump de-livers over 10,000 psi at 80 lbs. air pressure. Up to four rams can be used on the same hook-up, each individually controlled. The pump is mounted on casters for easy moving around the shop.

Want more info? Use coupon on page 114 and you will get it!

740—Brake Lining

Wire Klad brake lining in two frictional types, high friction and standard friction, is now available



from Johns-Manville, 22 E. 40th St., New York 16, N. Y.

Combination sets are produced for easy-working shoes and hard-working shoes such as used on Bendix Duo-Servo brakes. Both bonded and riveted types are available. The lin-ings are said to give uniform stops under severe conditions.

Want more info? Use coupon on page 114 and you will get it!

741—Portable Lubricator

The Aro-Pak air-primed portable lubricator, designed especially for use with fleets, farm vehicles and other out-of-the-shop applications, has been announced by Aro Equip-

ment Corp., Bryan, Ghio.

The unit consists of a cylindrical tank holding 5 lbs. of grease, a car-rying strap, hose and control nozzle that enables the user to lubricate fittings in hard-to-reach locations with one-hand operation. A hand pump primes the unit with air pressure in a minute, the manufacturer said. The lubricator is said to do the job even



when used outdoors in extremely

cold weather.
Want more info? Use coupon on page 114 and you will get it!

742-Vacuum Cleaner

A heavy-duty, portable automotive vacuum cleaner, weighing 37 lbs., has been placed on the market by Pullman Vacuum Cleaner Corp., 31-39 Allerton St., Boston 19, Mass. Model 152 has a 1¼-horsepower motor, multi-stage turbine fans to



scoop instead of beat, a container capacity of 17 gallons and a reported waterlift of 70". It may be obtained with the "accordion" hose that stretches to 16 feet and permits from and back seats to be cleaned without retracing steps. It has plug-in casters for easy moving or positioning.

Want more info? Use coupon on

page 114 and you will get it!

743-Undercutting Tool

Model B1 tool for turning and undercutting commutators on generator and starter armatures, designed to center the armature shaft in pre-



cision-made draw-in collets, is now being produced by Rite Tool Co.,

Fall River, Mass.

Because the unit supports only one end of the armature shaft, community tators can be turned and trued without disassembling, the manufacturer said. The undercutter is an integral part of the tool. The unit may be fastened to workbench or its base may be held in a vise.

Want more info? Use coupon on page 114 and you will get it!

744—Valve Catalog

A 72-page catalog on its line of replacement valves for automotive, industrial, farm, marine and other types of internal-combustion engines has been issued by Rich Manufac-turing Corp., Battle Creek, Mich. Want more info? Use coupon on

page 114 and you will get it!

Two MARVEL INVERSE OILER

means 3 BIG things ...



/ Smoother, quieter engines ... with more punch on the pick-up! More satisfied customers! More money for you!

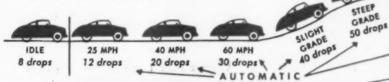
Install it and see! Your customer's car takes a new lease on life, when vital upper cylinder areas are lubricated automatically by the Marvel Inverse Oiler.

Operating off the intake manifold, this completely automatic oiler feeds to the upper cylinder areas in exact proportion to engine load and speed.

Install it. Fill it. Adjust it. And forget it. Your customers will love it! Because fully automatic operation and full quart capacity give 1,000 miles of carefree motoring on each filling.

Here's how Fully Automatic Operation Improves your car's performance!

Notice how the Marvel Inverse Oiler feeds oil just exactly as the engine needs it. Throttle open, under load or speed ... more oil. Throttle closed, less oil.



Use only MARVEL Mystery Oil in the Marvel Inverse Oiler

DOWN

GRADE

O drops

Time-tested secret formula gives you every thing you want in an upper cylinder oil.

Especially blended and refined to keep sludge-forming components in emulsion, and prevent oil rupture.

Marvel Mystery Oil reduces cylinder wall marvel Mystery On reduces cylinder want and piston wear. It keeps piston rings at their proper wall tension. Prevents excessive wear on intake valves, and keeps cessive wear on intake valves, and keeps exhaust valves from sticking.

745-Electric Wrench

Size 2U electric Impactool, designed especially for automatic transmission jobs and body-shop work, as well as general mechanical work, has been placed on the market by Inger-soll-Rand Co., 11 Broadway, New York 4, N. Y.

Rated for nut running up to 1/4" bolt size, the tool delivers a series of rotary blows to the work when re-sistance to turning is met. The tool can be used for nut running, tapping, screw driving, reaming, drilling and similar jobs. It weighs 5 lbs. and is balanced for operator comfort. The motor will operate from any 110-volt source, AC or DC.



An angle-head attachment (see inset in photo) for use with its various models of air or electric Impactools is also available. It snaps on just like a socket and can be rotated 360° in relation to the tool handle. Two sizes are available for use with ½" square drivers and 5%" square drivers.

Want more info? Use coupon on

page 114 and you will get it!

746-Leak Detector

A larger engine bearing oil leak detector with a 10-quart capacity has been added to the line of Federal-Mogul Corp., 11031 Shoemaker Ave., Detroit 13, Mich. After the oil pan has been removed,

the tester is connected between a compressed-air supply and the engine. It supplies an accurate, steady



flow of oil to engine at a prede-termined pressure. By counting the drops of oil falling from the crankshaft during a minute, the mechanic snart during a minute, the mechanic can determine the condition of bearings and oil lines. The equipment is also useful in charging a reconditioned engine with oil, assuring proper lubrication before engine is started. The heavy-duty model is especially useful for engines in trucks, buses and tractors.

Want more info? Use coupon on page 114 and you will get it!

747—Piston Cleaner

A cleaner designed especially for pistons, engine blocks and other dismantled internal engine parts has been announced by Petroleum Sol-

vents Corp., 331 Madison Ave., New York 17, N. Y.
Petisol 505, as it is called, is also useful for removing rust and scale from the cooling system. It is a coldtype cleaner that may be diluted up to four times its volume with mineral spirits, depending upon type of clean-

Want more info? Use coupon on page 114 and you will get it!

748—Gas-Tank Cap

Gas-tank caps that are finished in nickel and chrome plate and are covered with gummed paper to pro-tect them until installation are now



being produced by Namsco, Inc., 333 31st Ave., Bellwood, Ill. They are available for most popular cars, including Ford.

Want more info? Use coupon on page 114 and you will get it!





MANLEY Twin Boom WRECKING CRANE

TWO Separate Winches for Dual or Single Operation

• There are two hearts in this Twin-Winch, Twin-Boom MANLEY Wrecking Crane WC-8. If one winch should ever be knocked out of service, the other is peady and waiting. Or, if you need double winch power, they can be used together—giving you a powerful 8-ton pull.

COMPLETE, PLEXIBLE UNIT

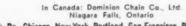
The WC-8 MANLEY is a complete wrecking crane. It is flexible in operation and application, and will handle the toughest jobs on or off the highway. It will reach down an embankment and bring up an overturned truck and trailer as easily as it will a passenger car.

UNUSUAL STABILITY

Outriggers provide side support for stability in recovery from either side. Booms can be used in a spread-eagle setup with one anchored to a tree or pole for maximum use of power.

MANLEY WRECKER PAYS FOR ITSELF

The best wrecker gets the most jobs. This wrecker will bring more jobs to your shop, and you know how wrecks pay off. Other MANLEY users can tell you that the WC-8 Twin-Winch, Twin-Boom Wrecking Crane pays for itself in a short time... and continues to pay profits for a long time. Use the coupon today to get full information.



York, Pa., Chicago, New York, Portland, San Francisco, Bridgeport, Conn.

MANLEY DIVISION
AMERICAN CHAIN & CABLE

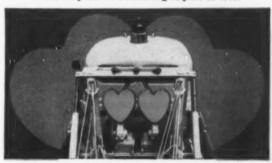
The Best Equipped Shop Gets the Profitable Business



MANLEY WC-8 twin-winch, twin-boom wrecking crane
... a complete unit ... fast, efficient, safe.



Outriggers provide stability. Spread-eagle reach of booms permits anchoring to pole or tree.



The two hearts—twin winches. If one stops, the other continues to operate. Both can be used together for greater pull, a full 8 tons.

MAIL TODAY

New in Wholesalina

(Continued from page 67)

and embedded particles of carbon.

Today we also have a new kind of automotive mechanic in our shops. The kind of knowledge and skill necessary a few years ago to qualify for that appellation is no longer necessary. Ability to completely rebuild a gas engine and make it tick properly or to turn out a job on a lathe or shaper are now superfluous requirements. Rebuilt engines are readily available almost everywhere, and the need to actually do a job of machine work went out of style along with the floorboard gear shift lever. As for fitting pins, lining brakes, grinding valves, checking front-end alignment, and doing many more service operations, this is no longer necessary.

The medical profession is not the only one that has entered an era of specialization. Today most car dealers of any size have their tune-up men with elaborate and efficient equipment for checking

G-20 G-21 G-22 G-25

ignition and carburetion; their front-end men who are trained and equipped to check and correct misalignment, and who usually handle the wheel balancing and frame straightening. They have their body shops with metal men and painters; their unit repair department with men to handle automatic transmissions, air-conditioning units and power steering. Many car dealer shops have one or two men, depending on the size of their operations, who are set up in a special department with the necessary equipment to do all the piston pin and king bolt fitting, also the valve refacing, and the seating on valve-in-head jobs. The mechanic who is working on the customer's car can tear down and bring the work to this department. and leave it while he is busy taking care of other items on the work order. When it is ready he picks it up, puts it back in the job and buckles it up.

Special Services Available

The independent repair man, while he operates under different conditions, nevertheless has these special services available to him either at a local jobber's shop or at a front-end specialist where he is given the benefit of a liberal trade discount. One of his busiest and most-used pieces of equipment is the service car or truck that provides transportation to and from these places, either to get service work done or to pick up some of the many items now available to him on an exchange basis.

He need no longer spend time rebuilding generators, fuel pumps, carburetors and clutches, or relining brake shoes. All he needs to do to get these and several other items is to turn in an old unit and pick up a rebuilt one - or to use the more polite term now in vogue in better automotive circles, a "remanufactured" one. He makes a good profit on the exchange item and saves time in getting the customer's car finished.

Now if all of this has conveyed to you the idea that any ball-peen hammer juggler can qualify to work on today's cars, let us hasten to correct it, for it is far from right. Today there are plenty of service operations that have to be performed on the car, some of them on the many new items of optional and extra equipment designed primarily for driver comfort and ease of operation. Today's all-around mechanic, if he deserves the name, must have a



Stock the Complete Line of Stant EVRSEAL Caps and inspect the caps of all cars and trucks. Help your customers forestall trouble and add to profits.

Illustrations show popular and representative members of the Stant Complete Quality Line . . . R-5 . . . R-12 EVRSEAL Pressure Type Radiator Caps . . . SO-61 . . . SO-67 EVRSEAL Oil Filler Caps . . . G-50 . . . G-55 DUAL-LOC Locking Gas Caps . . . G-20, G-21, G-22, G-25 EVRSEAL Gas Caps, R-3 EVRSEAL Non-Pressure Underhood Radiator Caps. Reap the advantages of one sure cap line.

Engineered Car manufacturers and their engineers have confidence in 100% tested EVRSEAL Caps. Stant keeps pace with their engineering improvements. You can share the car manufacturers' reliance on Stant.

Packaged Colorful package . . . application chart . . . clearly numbered . . . easy to find the cap you want.

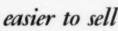
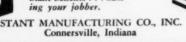


Illustration shows effective Cap Cabinet and Oil Filler Cap Merchandise. Write for catalog and 3-way Stant benefits . . . naming your jobber.



Used on America's Finest Automobiles as Standard Equipment





\$7758⁰⁰ Net in 6 Months

FROM CARBON BLAST TUNE-UP SERVICE!

"That's right! In just six months we've made a NET profit of \$2,758 from our Carbon Blast Tune-up Service! And, what's more, our Carbon Blaster paid for itself the first two weeks we had it in operation!"

Those are the words of Gene

Brackman of Brackman and Company, Chicago Heights leading independent service repair shop for almost twenty-five years. Gene is "100% sold" on his "Head-On" Carbon Blaster and he says... But wait, let him tell you himself... "No doubt about it, Carbon Blast Tune-up Service really pays off! . . . and in more ways than

one. Not only is the service itself a big moneymaker, but it also leads to additional parts and labor sales. We carbon blast a man's car and he's so pleased with the big improvement it makes that many times he asks us to give the car a complete check-up. As a result, we've relined brakes, aligned wheels, replaced plugs, carburetors and fuel pumps . . . and that's all profitable business we might never have had otherwise.

"Then, too, there's the repeat business angle and believe me, our Carbon Blast Tune-up is the best 'bring-'em-back' service we have to offer. People for miles around bring their cars back to us. And get this! . . . many of them have actually thanked us for selling them a Carbon Blast Tune-up! In this business that's really something!"

KENT-MOORE

ORGANIZATION, INC.

5-105 GENERAL MOTORS BUILDING . DETROIT 2, MICHIGAN



Engineers and Manufacturers of Special Automotive Service Tools and Equipment

5-105 General Motors Building	- Detroit 2, Michigan
Now available to all "Head-Or	n" Carbon Blaster owners a designed to help you self Carbon
Blast Tune-up. Send for your ' Name	
Blast Tune-up. Send for your	"Prefits" Plan Book today.

working knowledge of many things that only a few years ago were alien to an automobile and its maintenance.

Not long ago we were in a shop where one of the mechanics, a friend of ours, was sweating it out with a recalcitrant hydraulic window regulator. He had already exhausted a choice and varied vocabulary painstakingly acquired during a three-year sojourn in the Navy Sea Bees. When he looked up and saw us he said:

"Listen, peddler, these late-

model asphalt tramplers sure are broke out with things which no self-respecting coverall wearer should ever have to put up with. It just looks like the car manufacturers and their engineers are crowding us hacksaw surgeons closer and closer to the rear door of that black closed job with the heavy wire screens. And I mean the one that is operated by those guys in the neat white jackets.

"But I guess I shouldn't complain about something I brought on myself," he continued, "After all, I could have listened to my old man and stayed home on the farm. But I was to smart for that. I had to come to town, tie my mule to the hitch rail around the courthouse and get a job in a garage. Boy, I sure would like to get my hands on the guy that first put a pair of pliers and an end wrench in these paws scarred from honest rural toil."

Our thought, which needless to say we did not express, was this: Boy, if you think these are bad, wait until you see the 1954 models.

Any dissertation on new things automotive would not be complete if we did not mention that terrible word Taxes, which at national, state and local levels seem to grow bigger all the time.

And let's not overlook the poor underprivileged transportation companies struggling along on their king-sized freight rates, and asking for increased tariffs every time the moon changes. They have certainly provided us with something new that has materially changed the profit picture for us today.

And now at the risk of seeming to moralize we would like to mention something new which almost anybody will admit is with us today, not only in the automotive business but in all phases of commercial life. We are thinking of the apparent insolvency and bankruptcy of morals and principles that seem to be so widespread today. You can look in high places, and you will find it, and you will also see plenty of evidence of it right around you in your everyday business dealings.

The old Golden Rule seems to have become outmoded and forgotten, but we doubt very much that the one that has been substituted for it will, over the long haul, make for lasting success and happy living with ourselves.

Joseph N. Mitchell Dies in Waco

JOSEPH N. Mitchell, 71, president of Central Motor Co. (Chrysler-Plymouth), Waco, Texas, since 1918 and a past president of the Texas Automotive Dealers Association, died last month after an extended illness.

A native of Sylacauga, Ala., "Mister Joe" grew up in Gainesville, Texas. He went into the automotive field with Dodge in 1915. His son, F. D. "Bud" Mitchell, is vice-president and general manager of Central Motor Co.



EXTRA QUALITY...especially for you

if you service Plymouth, Dodge, De Soto, Chrysler cars or Dodge "Job-Rated" trucks

MOPAR

CHRYSLER COMPONATION ENGINEERS

PARTS

CORPORATION - PARTS DIVERS

CORPORATION

MoPAR

means genuine Chrysler Corporation parts and accessories

Chrysler Corporation believes in "taking care of its own" by providing the best possible parts for its cars and trucks. These are MoPar parts—your assurance of the extra quality that comes from the very finest of materials, the most skillful design, manufacture and inspection.

So make the MoPar sign your customers' guide to thorough satisfaction. Display the sign that means parts that fit right and work right. Recommend and install genuine MoPar parts and accessories—nationally known through coast-to-coast advertising in leading publications.

Industry "Test Tube"

(Continued from page 63)

The vehicle manufacturer, no doubt, spends millions of dollars to refine and improve his product, but quite often he has been "pushed forward" by ideas and products alien to his own thinking, but which he has been forced to accept because the motorist wants it.

Signal lights now are "built" into a car's lighting system, but they, too, were first sold through

jobbers to fleet operators, car dealers, etc., for installation on trucks and trailers. Today signal lights are *must* equipment in some states on all on-the road equipment.

Back in the thirties an independent ignition parts manufacturer developed what he called a high-speed distributor contact arm to correct what he termed "time lag" in cars of those days using the wide and heavy original-equipment arms. It sounded like a good sales story to the novice, but the fact is that shortly there-

after original-equipment arms were of similar design. This manufacturer also was the first to produce distributor covers, rotors, etc., of bakelite, now generally used by original-equipment manufacturers.

Never were two words more seriously abused than "original-equipment." The generally accepted idea is that the vehicle producer makes all his parts. Actually, if each car or truck were stripped of the component parts he does not make, there would be very little left that he does produce.

The manufacturers of these original - equipment component parts also strive to improve both the design and the quality of their products. Quite often these improved products are first introduced through the parts jobber because practically all of the original-equipment parts manufacturers depend upon parts wholesalers to reach the replacement parts business of the automotive aftermarket.

Cutting Distribution Costs

It is needless to list all the improvements, additions and refinements first introduced to the trade and the motorist by the manufacturers via the automotive jobber. However, it is well to note that without the parts jobber many manufacturers would pass out of existence because otherwise the cost of introducing and distributing their products would be prohibitive.

Even now new products to improve the comfort, safety or economy of today's cars and trucks are on the market. In the main they are being merchandised through parts jobbers. Several of these undoubtedly will be "original equipment" in years to come simply because the jobber could visualize the salability and the profit possibility to him and his customers and the advantages to the motorist, fleet operator and others.

Today's fine automotive equipment is not the product of any one man or firm and the car manufacturer would be the first to admit the truth of that statement. The ideas and the ingenuity of countless men have contributed to the excellence of our cars, trucks, buses and other motor vehicles.

The parts jobber can well feel proud of his place in that picture. It is he who not only strives to





to increase your business

INSTALL
American
Brakeblok

THE SAFETY BRAKE LINING

Exchange brake shoes—bonded with genuine American Brakeblok! At your Jobber's now! Provide your customers with the safe stops, the long life, the dependable performance for which American Brakeblok is famous . . . and, at the same time, cut installation time, deliver jobs faster, increase your profits.

And to this add the unsurpassed acceptance of American Brakeblok thick blocks and axle groups in the bus and truck field; our complete coverage of passenger cars, foreign and domestic; and you see why American Brakeblok is the profitable answer to your brake lining needs.

Make American Brakeblok your number one line. Call your nearby N. A. P. A. Jobber today.

Copyright 1953, American Brake Shoe Company



AMERICAN BRAKEBLOK DIVISION

DETROIT . MICHIGAN

Plants in: Detroit, Michigan; Winchester, Virginia; Lindsay, Ontarie; Gif, France

serve through making available to his customers replacement parts for all makes of cars and trucks, but who is also alert for those new items that offer good sales and profit prossibilities for him and his customers, and greater safety, comfort and economy for the vehicle owner.

Good-Will Kingpins

(Continued from page 69)

most frequent and, in some instances, only contact with the distributing firm. As a consequence, he is the "king," or since the USA is a democracy, perhaps we should say he is the "good-will ambassador."

If the distributing firm has goodwill and the good-will ambassador does his job well, business results.

If the distributing firm has no good-will, even though the good-will ambassador does his job well, business will result but will not last.

If the distributing firm has good-will and the good-will am-

bassador does his job poorly, no business will result.

What is the "good-will" that is possessed by some distributing firms but not by others?

Good-will is the sum total of a distributor's selling policies. For example:

1.—Use low-pressure selling methods. Don't overstock. Keep promises.

2.—Sell products in which you have faith, with quality high and price competitive.

3.—Lean over backwards when making adjustments. Satisfied customers are the best advertising medium.

4.—Call regularly but limit calls to business. The customer's time is valuable.

It's Gotta Be Earned!

There are some of the policies that when practiced make up goodwill. It can never be bought! It can only be earned!

Not too long ago a car dealership in our territory employed a new parts man. Fortunately for us, he received instructions from his employer to favor one other company and our own with the business whenever possible.

The first call that our jobber salesman made on the new parts man was in the company of a factory representative.

Late that evening I was discussing with the factory representative the results of his day's effort and he showed me a rather impressive batch of orders, including one of substantial size to the new parts man. But I was due for a surprise which came later that evening when our jobber salesman phoned me.

"Did you happen to see those orders we took today?" he asked.

"And how I did!" I replied. "I'm tickled to death."

"Well you shouldn't be — and you had better talk to him before he works with any more of our men."

"Why? What's wrong?" I asked.
"He's the goldangest high-pressure salesman I ever saw. Smooth as a whistle. But I'm not going to ship a single order until I see each customer and give him a chance to reconsider. He's got them loaded with anywhere from a fivemenths' to a year's stock."

months' to a year's stock."

Moral: The jobber salesman is the distributing firm's good-will ambassador. A good-will ambassador uses low-pressure selling methods. He does not overstock.



Sure, I BLEW MY TOP!

I was having a heck of a time. Couldn't get the match I wanted in black spot-or-panel painting. You know, either "too light—or too dark." Then I blew my top! Finally, I decided that hereafter

I was buying blacks on proof! Now, I'm using

Martin-Senour special purpose black lacquers and

enamels—exclusively! No more re-done work.

Every job is a perfect match. I get the best adhesion best appearance and the best coverage on overall refinishing. To keep from

blowing your top—to end customer complaints switch to Martin-Senour BLACKS, right now!

PERFECT MARTIN-SENOUR BLACKS FOR EVERY PURPOSE

M-S 6069—Ultra Jet Black Lacquer. High quality, dense black with beautiful natural lustre for use on all-over custom lacquer jobs or spot repair work on original lacquer finish.

M-5 6092—Black Lacquer. Dual purpose, high gloss, non-lifting lacquer. It primes—it seals—it finishes!

M-S 6100—Hi-gloss Black Lacquer. Wonderful for complete refinishing. Recommended for spot-repairing original baked enamel finish.

M-5 8006—Black (Synthol) Enamel. Finest black ever developed. For overall or complete panel jobs. Brilliant, clean-cut lustre.

Ask Your N.A.P.A Jobber for MARTIN SENOUR Lacquers and Enamels

MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois



MOST COMPLETE AUTOMOTIVE COLOR SERVICE OF THEM ALL!

And it's available now at your N.A.P.A. jobber. This complete color service in Martin-Senour enamels and lacquers includes colors for all cars through 1954. Ask about it.

Factory Packaging . . the only positive central from Factory to Finisher

Many years ago there was an economic theory called "laissez-faire." Its principle was "keep government out of business." Fortunately, or unfortunately as you may see it, the "new deal, square deal, fair deal" has antiquated this economic-political philosophy.

But the "laissez-faire" theory is modern and completely up to date when adapted to jobber salesmancustomer relations and we must recognize that.

"Laissez-faire" means in effect

for us in business "operation without interference."

If applied to a jobber salesman, recognition is first given to the fact that for all practical purposes the jobber salesman is the company.

Ridiculous regulations, restrictions and red tape are removed so that he may truly be what he really is — the distributing firm's good-will ambassador who sells himself and automatically sells the company.

Paying for Repairs

(Continued from page 65)

it through CAS there's another advantage, too. At the end of the month your books don't show some of your assets in credit accounts.

"How did I happen to have 25 approved so fast? Well, I keep after the customer and personally take him to the finance company. Some garages take an application, get it approved and then forget about it. I follow them up and take them over to complete the deal.

"And I might add, incidentally, that I don't tell the customer we're going over to the lcan company. Use of 'lcan company' might scare him. I just tell the customer we'll go over to see the man who handles the paper.

"The 25 loans I have put through all involved business I couldn't have gotten otherwise."



The purchaser's credit statement is filled out for all applicants for loans under the CAS program in San Antonio. Similar forms are used in other localities where the plan is gaining in popularity.

Another garageman, perhaps representing the other extreme of participants in that he had only two loans approved, is Ralph Smith, who operates the Ralph Smith Motor Tuneup, four miles removed from the business district of San Antonio.

Smith had three applications between Oct. 5 and 7. One was rejected because it involved transmission work to the amount of \$125 and the customer could get credit for only \$75. On one of the other applications the customer had either read or heard about CAS, for the customer said he "might need that finance plan." On



the third, Smith sold the customer on CAS.

"It's wonderful!" Smith commented, beaming.

"I wouldn't say it was business I wouldn't have had without CAS, but it was getting about to that point. I've been having some growing pains, trying to expand and trying to carry some credit business myself. But I just couldn't do it—expand and carry credit, too—as it should be done."

Smith said as he remembered it took most of a day in each case to get a decision on an application. These, however, according to both Campbell of the sponsors' committee and Liljedahl of the finance company, were exceptions.

Approval Time 50 Minutes

Liljedahl said the average time for getting tentative approval on an application is 50 minutes. Tentative approval means the garageman is notified to send in the customer.

"The way this thing is snowballing, we are getting set up to handle ten applications a day," said Liliedahl.

"Currently, of the applications that come in, 60 per cent are being approved. Of the loans made, 60 per cent are on the basis of signature only and 40 per cent are with collateral

"We like this plan, we really do. It is a financing procedure in which a relative minimum of information is required for action on the application. It is the most successful such plan in my experience."

Campbell said one might suspect that most applications come from low-income levels, but this is not the case. There are applications from all walks of life, including men with bank access who, evidently, prefer that their personal banks do not know everything about their affairs.

In addition to Campoell, the San Antonio sponsoring committee of wholesalers includes Wayne Bull, Cory Mountjoy, Max Figh and Francis Bowen, who is treasurer. The advertising committee consists of Herb Whitis, Jr., and Jim Bailey.

Twenty San Antonio whole-salers signed up to sponsor the plan, becoming underwriters of the advertising fund at \$150 each. On each approved loan those involved pay into the fund as follows: Up to \$100, wholesaler and finance company, 50 cents each, garage \$1; over \$100, wholesaler and finance



PERFECT Wheel Weights are made with a larger radius than the rim, so that when applied they create constant pressure at points 1–2 and 3 (shown above in top photo). Bearing points to prevent "rocking" are also formed at points 1a–2a and 3a (shown in small illustration).

Such a DOUBLE 3 point suspension principle prevents slipping—"rocking" and loss of weights. PERFECT'S "stay put"—they give SATISFACTION. That's why they're the world's largest selling wheel weights.

This principle applies to both the "C" and "U" type Perfect Weights.



Fits all passenger cars made before 1949 which had either E or F type rims. Still gives satisfaction on most cars manufactured up to present time. Made in the fellowing sizes: ½-1 ½-2-2½-3-3½-4-4½-5-5½-6-ounce.



Made for all late model Cadillacs equipped with large chrome hub caps cevering the entire wheel. Made in the following sizes: 'h- 1-1½- 2- 2½- 3-ounce.



PERFECT EQUIPMENT CORP.

KOKOMO, IND. P. O. Box 706

Manufacturers of Passenger and Truck Wheel Weights — Call Spacer Rings — Caster Shims.

company, \$1 each, garage \$2. In December the sponsors' committee will begin setting aside a fund to

repay underwriters.

Talk of launching the CAS plan in San Antonio started in June of 1952, but it was mid-August of '53 before productive agitation for a meeting of garagemen got under way. This meeting, featuring the AERA playlet, drew 225, of whom 185 signed for the franchise. Meanwhile, there had to be a meeting for jobbers and salesmen.

"There are five factors im-

portant to organization of such a project," Campbell pointed out, "the consumer, the garage, wholesaler salesman, wholesaler and finance company. Of these, the wholesaler salesman is by far the most important. He must understand the plan thoroughly and upon him we must depend for missionary work and education to get garages interested.

Yes, it is going good and all indications are that CAS will be a continuing success in San Antonio. However, I don't want to be over-

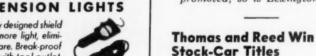
optimistic. There is still a great need for budget selling education."

Campbell said that with an adequate advertising fund in the bank. San Antonio wholesalers are waiting for appearance of the need before another big splash of newspaper advertising. The two radio spots continue, deliberately at irregular periods during the day, but it will probably be December before there is another newspaper advertisement.

"I hope wholesalers don't get the idea, individually or collectively. that it's a push-over to install the CAS plan in a town," Campbell added, "for it is anything but that.

"Plenty-and I mean plenty-of hard work is involved in getting it started."

Editor's note: If your shop has not yet been contacted about the CAS plan for financing repairs, talk to your local jobber. Wholesalers in many localities have already set up this program to help their accounts increase volume and profit. Organization for local use of this national plan is now underway in many other places. Columbia, S. C., is one of the most recent additions to the list of cities where CAS is being promoted: so is Lexington, Ky.



Herb Thomas of Olivia, N. C., will be the Grand National Circuit champion for the 1953 season and Jim Reed of Ossining. N. Y., has won the Short Track Division, it has been announced by the National Association for Stock

Car Auto Racing.

While several events in the Grand National Circuit were still to be raced at the time the announcement was made, none of the contestants had a mathematical chance of overtaking Thomas, it was stated. Dick Rathman of Daytona Beach, Fla., and Lee Petty, Randleman, N. C., were in a close race for second place in that circuit late last month.

San Juan Dealers Organize

At a recent meeting in Farmington, N. M., the dealers of San Juan County organized and elected Ernest H. Bruss, Farmington Motor Co., president. Lee Erickson is vice-president and Marlow Webb is secretary-treasurer.



ANALYZERS

The most complete, compact growler on the market. Quickly, accurately checks defects in armatures from 1% to 6". Cannot burn out!

EXTENSION LIGHTS

Specially designed shield throws more light, eliminates glare. Break-proof handle with tool outlet. Underwriters' Approved.



AUTOMOTIVE WIRE



Longer wear, peak efficiency with "Trialac" wire. Finest lacquered tight weave coffon braid, heat and cold resisting.

SPARK PLUG WIRE SETS

Triple-A sets are truly universal! Four sets service all makes of cars. Greater usage ...lower inventory!



BATTERY TERMINALS



Patented #8 universal terminal holds 00 to 4 cable, or flat strap. Fits positive or negative posts. SOLID BRASS for greater conductivity.

WIRE TERMINA

Complete line of solder and solderless wire terminals. Exclusive tapered end and "Barrelok" for easier crimping ... positive connections.



Patented "FLOWELD" construction and SOLID BRASS terminals gives more power

.longer cable life. Exceptional flexibility, exclusive lock nut design.



Production of 6,200,000 Predicted by Williams

FOLLOWING his address to the Texas Automotive Dealers Association in Fort Worth, Walker A. Williams, vice-president in charge of sales and advertising for Ford, said he would make "a horseback guess" on this year's total car and truck production.

"Please understand that this is just an estimate," he specified, "for I do not pose as a forecaster.

"So it is my estimate that production will amount to 6,200,000 cars and 1,200,000 trucks for a total of 7,400,000 units, including export.

"Whether that is close or not, this is going to be the second biggest year in the history of the automobile business."

Williams was asked about sales. Did he think dealers would sell that many cars and trucks by the end of the year?

"Oh, no, there is always some carry-over on old models," he replied. "But I believe we (Ford) will do all right."

He opened a loose-leaf book to a table showing some inked-in figures.

"As of today (Oct. 6) our dealers had 11.4 days' supply of new Ford cars. Trucks? There, 24.3 days' supply. And that's right up to today, by long-distance."

Texas B-O-P Production To Start with '54's

PRESENT plans for the plant of the Buick-Oldsmobile-Pontiac Assembly Division at Arlington, near Dallas, Texas, call for production to start with 1954 models by the end of the year, it has been announced by Plant Manager E. C. Klotzburger.

The completely air-conditioned plant contains 1,250,000 square feet of floor space and was constructed at a cost of approximately \$33,000,000. Construction of the building was almost completed late last month, but equipment of many types still had to be installed.

When full production is attained, the plant is expected to employ 2,500 people.

St. Louis Show Dates Set

Dates for the Greater St. Louis automobile show have been definitely set for Jan. 30-Feb. 7, it has been announced by Rus Hammond, manager.



Do You Know the Real Facts about BRAKE FLUIDS?

Your customers' lives may depend on the quality of the Brake Fluid you use. Many Brake Fluids are DANGEROUSLY under the safety standards set up by S A E specifications.

It is of record that your big cost is labor . . . not the cost of Brake Fluid. Therefore, why not make sure that you provide your customers with the CORRECT Brake Fluid—which will give them SURE brakes . . . perhaps save their lives!

BOWES BRAKE FLUID

is guaranteed to meet or exceed

SAE Specifications

When you use Bowes Brake Fluid you are assured of these features . . .

FREEZING POINT NOT TOO HIGH
BOILING POINT NOT TOO LOW
PERFECT WATER ABSORPTION
RUST PROTECTION
LUBRICATING QUALITIES
NO DISTORTION OF RUBBER PARTS
NO GUMS IN SYSTEM

No car manufacturer has ever used or recommended a brake fluid not meeting S A E specifications. You can be sure of providing genuine safety if you use BOWES Brake Fluid . . . guaranteed to meet or exceed S A E specifications.



Available in "Heavy Duty" and "Moderate" types



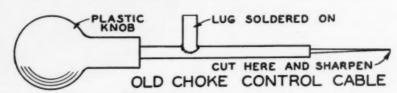
SEAD FAST RAKE FLUID

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA

GOT A GOOD

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.





Overhauling Chevrolet Master Cylinder

WHEN overhauling a Chevrolet master cylinder on the car, it is sometimes difficult to remove the secondary piston because the cylinder bore is gummed up.

In such cases it is helpful to apply an air hose to the push-rod end of the cylinder. The piston will pop right out.—Thomas J. Leary, Kelly Pontiac, Inc., Baltimore, Maryland.

When Checking Timing Of Insulated Plugs

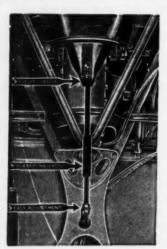
For checking timing or checking for defective spark plugs on cars equipped with rubber plug hoods, we made a simple tool that really works.

We used an old choke control cable with a plastic knob, soldering a lug on the side for timing light connection and sharpening 1" of cable wire to a needle point. The point pierces the rubber and does not affect the insulation on plug wires.—Ray Mudgett, Route 2, Slaton, Texas.

Installing Transmission On Late-Model Nash

When the transmission is installed on late-model Nashes, the throw-out bearing has a tendency to drop down and forward at the top and hang on the clutch

REAL TROUBLE SHOOTERS



No. 577 Clutch Chatter Tie Rod for Ford and Mercury cars, 1936-38 models. Eliminates clutch chatter. Can be installed in few minutes. List \$4.00 per set. (Will not fit convertible models.)

No. 578 Clutch Chatter Tie Rod for Chevrolet, 1932-51. Eliminates clutch chatter which occurs in forward and reverse speeds. (Will not fit power glide or convertible models.) List \$4.00 per set.

FOR WINTER SERVICING . . .



Here are a few of the many Champ-Items you will need to put the car in shape for winter driving. More than 200 Automotive Replacement Parts featured in Champ-Items Catalog No. 53. Write for your copy.

No. 445ABC Battery Hold-Downs with adjustable clamps for most popular makes. Three sizes: No. 445A 9½"x7½" List



sizes: No. 445A 91/4"x71/4" List
90c each; No. 445B 101/8"x71/2" List 90c each; No. 445C 191/2x
41/2" List \$1.00 each. There are many Champ-Items battery servicing items including hold-down bolts for most cars and trucks.



ORDER FROM YOUR JOBBER

CHAMP-ITEMS, INC.

release fingers. Especially if it is an overdrive transmission, which is rather heavy, this can be troublesome.

To eliminate the trouble, hold the bearing centered and lengthen the clutch operating rod until the bearing is tight against the clutch fingers, but not enough to release the clutch, of course. Install the transmission and adjust clutch for proper pedal travel.—Victor McGee, L. E. Dick Motor Company, Mayfield, Kentucky.

Curing Weatherstrip Leaks At Doors and Trunks

Here is the method we use to locate dust and air leaks in weatherstrip around car doors or trunk:

Cut a strip about 1" wide and 3" to 4" long from a regular post-card or some other material of like thickness. Place the strip in the door opening where leak is suspected. Close the door on the strip. If it comes out with no drag, the trouble is there. If not, move to another spot. By using the strip as a feeler gauge, you can tell about how much the weatherstrip is compressed. — Francis Edmonds, Box 126, Linn, Kansas.

Using Link Remover On Tie-Rod Ends

When link remover is used on tapered tie-rod ends and the tie-rod end is not to be replaced, we use this method:

Cut slot in piece of tin and place between link remover and rubber seal. In every case so far this has kept seal from breaking and it can be used again when new one is not available.—C. Kernaghan, 2324 Harris, Independence, Missouri.

When Welding Castings And Motor Blocks

WHEN welding motor blocks and castings, sometimes you will find that as you are about to weld the last inch, the block will crack more. To prevent this, I use the following method:

. After you "V" the casting out, drill a ¼" hole at both ends of the crack. This will stop the crack from spreading. Weld an inch or two, let the metal cool for a moment and proceed in this manner until the job is finished.—Shadrach H. Boyer, Delaware City, Delaware.

Correcting Weak Spring On Automobile Hoods

Sometimes automobile hood coil springs lose their tension, making it difficult to keep hood up when necessary. To overcome this condition, add a Chrysler or Chevrolet brake-shoe retracting spring or some similar spring.

Cut about 1½ off a wire coat hanger and bend the wire into a "U" shape. Hook curved end to one end of the brake spring. Then slip both wire ends through top of hood spring, pulling the brake spring into the hood spring. Fasten the loose end of brake spring to top coil of hood spring. With a pair of vise-grip pliers, pull spring to desired tension.

To get a better pull on spring while changing plier grip, use a putty knife between hood spring coils and into brake spring. If spring is too strong or too short for the car hood spring, leave the wire in coil hooked to lower end of brake spring and fasten wire to lower coil of hood spring. This



method can be used to get proper tension. In some cases two short springs can be hooked together.

This method sometimes can be used to correct hood rattles.—Oscar J. F. Jacob, Falks Service Station, Lake Worth, Florida.

Making Handy Remover For Car Batteries

A CHEAP and handy battery remover can be made from two %" washers and a piece of battery cable about 16" long.

Weld the cable at the side of washers, one on each end. Slip washers over terminals of battery and lift out. This method protects your hands and clothes from acid.

—Hobart J. Ayers, 1524 Gallatin Road, Nashville, Tennessee.

When Installing a Bracket For Chevrolet Steering

Sometimes difficulty is experienced and time is wasted in aligning the Chevrolet steering bracket so as to make the upper cap screw start and screw in with

Much of this trouble can be overcome by using a guide pin that is made by sawing the head off a ½ x ¾ SAE cap screw. Screw this guide pin into the cross member about three threads with the fingers. Slip the steering bracket over the guide pin. Install the two lower cap screws snug but not so tight that the bracket cannot be tapped enough to let the guide pin be removed with the fingers.

After removing the guide pin, the bracket is aligned to make it easy to install the large upper cap screw.—Paul McFerrin, Warrensburg Motor Company, Warrensburg, Missouri.

Freeing Stuck Clutch By Jacking Car Up

Sometimes after a car has been sitting up for a while, the clutch becomes stuck to the pressure plate and can't be freed up without a lot of trouble. In such cases, we have found this method successful:

Put a floor jack under the differential and jack the rear wheels off the floor. Start the motor and speed it up to about 30 miles, having it in high gear. When it is up to about 30 miles, hit the clutch and brake pedal at the same time. The sudden jar will free the clutch.—Eddie Ondras, Cuenod Motors, Galveston, Texas.

Replacing Defective Fan Belt Pulley

To AVOID removing generator from car to replace defective fan belt pulley, grip the front flange of pulley with vise-grip pliers to hold pulley while removing nut and lock washer with socket and ratchet.

The same method can be used to tighten a new one.—C. Kernaghan, 2324 Harris, Independence, Missouri.

Stopping Fender Split Until It Is Welded

If it is impossible to weld a split in a fender or other body section right away and if the car must be in use, use this method to prevent the split from enlarging until it can be repaired:

Drill a 1/16" hole at the end, or each end, of the split. This will prevent further damage until the spot can be welded.—Hobart J. Ayers, 1524 Gallatin Road, Nashville, Tennessee.



SIZZLE PATCHES



Filler Tabs for tube injury and soupedup sizzle board for faster firing. Two sizes fill all needs, fit all clamps.

TWO FIVE MODERN DESIGNS TEACHER AUTO MATS FIVE BEAUTIFUL COLORS

You'll Make MORE PROFITS With The COMPLETE MONKEY GRIP LINE!







Wood may spend as much as half a day with a big account, such as the Pontiac dealership at Magnolia. He contacts many people there. Left-hand photo shows him talking with O. M. Ford, parts manager, while in right-hand picture he discusses some sanding discs with Body Shop Foremen Edwards.

Life of a Salesman

(Continued from page 73)

buying a case."

Wayne is constantly selling his merchandise as the best and only merchandise of its kind available, and his company as the best com-

pany he ever heard of.

"When out among the customers I always try to bring them to a feeling of being close to the men who make our company tick," he explains. "I refer to the owner, 'Ches' Westbrook, as 'Good Ol' Ches' and tell them that 'Ches' said this and 'Ches' said that. Then I talk to them about 'Good Ol' Clyde Cutts,' our store manager. And what I say about the company is the truth — it's the best I ever worked for or I would get a job some place else.

"Of course, when I get into the office I often raise hell with 'Ches' and Clyde, but out on the road

they're my buddies."

Another rule is not to ask questions that invite a negative answer.

"You can't afford to stick your neck out in this business," said Wayne, "by asking questions to which they can say 'no'. So I frame the question in a way that will bring a positive answer.

"Or I don't ask questions at all. I simply go through and check the stock and come up with the answer. I say, 'You only have so much of this and that and I'm sending you out enough to balance your stock.' If you know an account well enough and have its full confidence, that's the best way to operate."

Hors why COLUMBUS is the BEST Shock Absorber for DEALERS to Sell—

You make more money on every sale when you sell Columbus.

You can fit more cars and light trucks, with fewer numbers to stock when you sell Columbus.

You have more features—and greater performance—to offer your customers when you sell Columbus.

You feature the man widely advertised, most widely accepted replacement shock absorber when you sell Columbus.

You have a much great reparket when you sell Columbus. It is the only shock absorber consistently selling to new car owner.

Your potential a every conventional shocks entering your plans ausiness.

The wisest investment you can make in this huge replacement market is to sell Columbus Shock Absorbers.



MANUFACTURED BY HECKETHORN MANUFACTURING & SUPPLY CO., LITTLETON, COLORADO



THE anthes



anthes ALL-STEEL SPLASH GUARDS

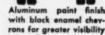


Heavy-duty, Long-life Dependability

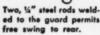
Constructed entirely of steel, Anthes splash guards are a real piece of equipment. Made of 18 gauge steel they outlast ordinary flimsy guards many times. Embossed chevrons and embossed edges add greater strength. Ten-gauge steel mounting brackets are designed with an **:tomatic stop which prevents guard .com swinging forward too far. Available in 30", 36" and 40" sizes. Meet all state law requirements. Order from your jobber or write Anthes Force Oiler Co.,



for











FIRST LINE OF SAFETY

... and proud to serve the safest drivers on the road!



Wood makes a late-afternoon call back in Texarkana, where he ex-plains a brake manual to management of East Texas Motor Freight. Seated are (l. to r.): P. D. Stewart, general foreman; C. H. Rose, fleet waintenance superintendent, and V. G. Robertson, purchasing.

Service to his accounts is one of the responsibilities that Wayne assumes and supplies with watchful vigor. This service often extends to an assignment to shop in Texarkana for a baby buggy, or some other houshold or personal need. Generally, however, it involves watching stocks, keeping stocks clean and attractively arranged, and assuring customers that Westbrook Supply services everything sold in the equipment category.

"In selling equipment," he continued. "I point out that we have factory-approved service facilities and that in most cases, if the repair service requires any time to speak of, we have spares that we loan to customers during the emergency.

"As I see it, though, service goes much further than that. Now, take my friend Byrd's station there in Magnolia. I hadn't been there in a month and on this, my first trip since the operation, I found one section of his filter display practically empty.

They Didn't Notice It

"Well. I would say that about ten other salesmen call on him every week. That would make 40 calls by other salesmen during my absence. But in all of those 40 calls none of those ten salesmen noticed that empty display, or thought about filling it."

Service has paid off for Wayne Wood. For five years he called regularly on a service station, but the owner was buying everything from a salesman who had been a buddy during military service. Finally, the buddy left the road, but still the station owner didn't need anything from Wayne.

Regular calls were continued, however. On one call Wayne got out his dusting paint brush and cleaned up a filter display. Next call he re-arranged another display, meanwhile "chewing the fat" with the station owner. Then came a call when the station owner volunteered that he wanted a gross of filter elements, all the same stock number.

"I told him he shouldn't buy a

MAKE EXTRA MONEY

this field is large and wide open

IN the South lawns need cutting the year 'round. Thousands of power lawn mowers are in constant use. Their small bore cylinders need frequent reboring.



BORE MASTER

(PATENT PENDING)

a precision machine restores lost compression and power by one cut boring done in a very few minutes.

Bore Master eliminates time wasting methods, puts new life and zip into the engine performance of old power mowers or other small bore equipment.

Designed for Briggs-Stratton, Clinton, Lauson, Continental and all motors with 2" and $2\frac{1}{8}$ " bore.

Works for 95% of all small motors. Give your customers extra service that is Quick, Economical, Satisfactory and

Make Yourself Extra Money

Here are some details about the Bore Master ---

It has an adjustable cutter head, a precision unit quickly and easily adjusted to desired oversize dimensions, .010, .020, .030. Multiple cutters of high-speed steel insure a long life of smooth cutting. Its torque neutralizing key eliminates necessity of bolting, clamping or fastening to workbench or table.

It is easily attached to block to be rebored.

Its self centering feature permits the whole job to be finished in a matter of minutes.

PRICES

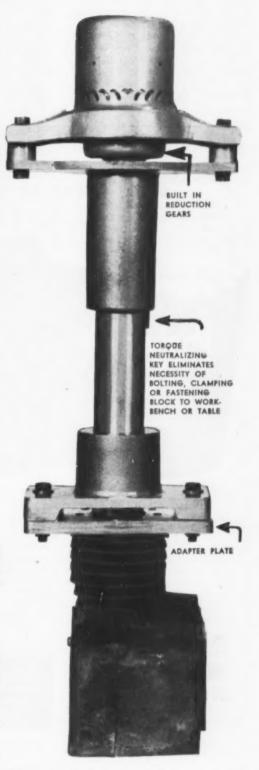
Bore Master Machine — less cutting head	\$97.50
Adapter plate B-1 (Fits Briggs-Stratton, Clinton, Lauson)	
21/4" adjustable cutter head	34.00
Adapter plate B-2 (Fits Continental Red Seal)	4.50
Ring gauges for adjusting to desired oversize furnished with	
hands Fliminates use of micrometer	

DISTRIBUTOR INQUIRIES INVITED

P & E Machinery Company

1690 CLEARWATER-LARGO RD.

CLEARWATER, FLA.



gross of the same thing," Wayne related, "and sat down with him and explained why he needed an assortment and how much quantity he needed of each. In all the years his buddy had been calling on him, the buddy had never taken the trouble to educate him on how to buy filter elements."

Wayne often finds it necessary and advisable to have a heart-toheart talk with a customer on management, why the inventory should be watched, how to keep a stock in balance. He has been buyer for Westbrook Supply and this background, coupled with experience on the road, qualifies him as business advisor.

And another of his services is the education of personnel, to which he devotes considerable time.

"And how these accounts need help on educating personnel to sell!" says Wayne.

"In most cases, management doesn't have enough time to include personnel training in his thinking. Especially is this true in service stations. So I often get out there with the boys and help wait on trade in a rush period. That way I get to know them and after I get to know them I can get in some good advice on how to keep stocks moving."

These theories of the way a wholesaler salesman can build business actually work for Wayne Wood. Everywhere he goes he is haled heartily. There is much ribbing, much "chewing the fat." But in the established accounts called on by Wayne, a stranger would assume at once that he is a popular employee, just returned from a prolonged absence.

"Then there is one more rule I have," he appended. "I try to keep those with whom I deal laughing. I like to have them laugh with me. But if they laugh at me, that's all right too."

World Use of Rubber Headed for a Record

World rubber consumption this year is expected to hit a record-breaking high of 2,400,000 tons

This optimistic forecast was made last month by E. J. Thomas, president of The Goodyear Tire & Rubber Company, who addressed the National Association of Independent Tire Dealers convention in Cincinnati.

Thomas pointed out that in the United States alone "we are chewing up rubber at the rate of 1,336,000 tons," while the rest of the world will use up the balance for the all-time industry high.

Sales opportunity in the retail tire field will be larger next year and increasingly larger in the years ahead, Thomas told the tire dealers.

Whibbs Goes to Atlanta

Vincent J. Whibbs has been named assistant zone manager for Pontiac Motor Division at Atlanta, Ga., succeeding William J. Brooks, who has been elevated to zone manager there. Whibbs formerly was parts and accessory manager in the Charlotte, N. C., zone.

Texas Manager Joins K-W

V. E. Doonan, formerly zone manager for Packard Motor Car Co. at Dallas, Texas, has been appointed field manager of the western division of the Kaiser-Willys sales division.



packed in pliable plastic pouch. Weighs only 4 ozs. complete.

Measures 3½" x 5" when closed. Slips easily into pocket.

distributor, carburetor, under dash. Extremely useful around the

house, office, or store. Tools are forged from triple alloy steel,

expertly balanced, and carefully finished. Screw driver has

Tenite II handle in Herbrand blue. See the No. OS-4 at

Blue plastic pouch sets off glistening bright tools. The OS-4 Kit is ideal for delicate adjustments on ignition,

your Herbrand distributor or write us.

The Tool Line with Turnover
- Not Leftovers!

Herbrand Tools

Fremont 8, Ohio
THE BINGHAM-HERBRAND CORPORATION



Mechanic's Net \$4.40



More and more tourists are taking their four-footed friends traveling, as evidenced by the increasing number of motor courts that advertise "pets accepted." The owner of a service station in Sarasota, Fla., decided not to let any other type of business get ahead of him in providing facilities for all "tourists" — even the four-footed variety.

Locating Tire Thump At Certain Speeds

Suggestions on locating tire thump were contained in a recent issue of Hudson Service Merchandiser:

The modern motor car and all its components are designed for the quietest possible operation. Dozens of silencing materials are used about the engine, body and chassis for the purpose of reducing sound to a minimum. The evolution of tires to improve silence and ride, yet retain gripping qualities and long life, has kept pace with that of the motor car.

So silent has the modern car become that at certain speeds, the slightest tire irregularity may be perceptible. We refer in this instance to the so-called tire thump that occasionally presents itself regardless of make of tire. This can be heard only within a certain range of car speed and over a particular type of surfaced pavement.

Where the customer reports thumping at low speeds — as under 40 mph — it can be assumed that the condition is not due to one or more tires being out of balance. Balancing will not correct a thumping tire and time can be saved by omitting balancing of tires during any changing or switching of tires that may be involved in the checking procedures outlined below.

Inspect the Tires

When confronted with a tire-

thump report, the first step should be to make a careful examination of all tires for uneven wear and also make certain that the beads of all tires are properly seated in the wheel rim. Uneven tire wear, particularly on front wheels, or a tire improperly mounted, will produce a tire thump.

If no irregularity is noted, ride in the car, over the same road and at the same speed as when the owner noticed the noise, in order to determine the severity. If the disturbance is slight and difficult to produce, it should be considered commercially acceptable and an effort should be made to have the customer continue using the tires on the car. Note: This condition will in no way affect the life of the tire, nor will it cause any difficulty in the car.

The car should also be tested at the critical speed while coasting in neutral gear, both with engine running and off. Conduct tests in both directions over the same pavement if possible. If the thump is not then noticeable, it is not likely caused by a tire. If the noise is readily noticeable and objectionable, it may be caused by a tire. Whether caused by tire or mechanical conditions, corrective action should be taken.

Road Test on Smooth Road

Inflate all tires to 50 pounds and drive the car over the same road at the same speed at which the thump was noticed. If the condition is not eliminated with 50

pounds pressure the thump in all probability is not due to tires. If the thump is eliminated with the 50 pounds pressure, one or possibly two tires on the car may be responsible

Decrease the air pressure in one tire to the recommended pressure and repeat the road test. Repeat this procedure until the tire or tires responsible have been localized. If a tire is found to have an objectionable thump at normal pressure before all the others have been checked, the offending tire should again be inflated to 50 pounds pressure before proceeding further.

Hannibal Dealers Organize

Robert Rendlen, Chevrolet, has been elected president of the recently-formed Hannibal (Mo.) New Car Dealers Association. M. C. Willey, Dodge-Plymouth, and Emanuel Morton, Ford, are vice-presidents. John Scyoc, Pontiac, is secretary.

Charlotte Warehouse Opens

Johnson Bronze Co., New Castle, Pa., has opened a sales office and warehouse at 831 East 9th St., Charlotte, N. C. A complete stock will be carried to give faster service to the trade in the Southeast.

Richmond Plant Expands

A warehouse wing will be added to the Westinghouse Lamp Division's manufacturing plant at Richmond, Va. The addition will cover 16,000 square feet.

It Must Have Been Homing Instinct

When L. K. Arceneaux of Benoit Ford Co., Welsh, La., was discharged from the U. S. Navy in 1947, he turned in a white uniform at Alameda, Calif. The uniform was marked in indelible ink with his name and serial number.

One day recently he was unpacking a box of bulk rags sent to him by Teche Automotive Supply Co., St. Martinville, La. Imagine his surprise when the uniform turned up among them.

That "Fall Special"

(Continued from page 87)

at the cranking motor housing, the motor must be removed and the contact surface with the engine housing carefully cleaned. (A point too often overlooked when hard starting is the complaint.)

Frayed or damaged cables, or cables having badly corroded terminal clamps, should be replaced with new ones. Note: Always use cables at least as large as the originals to avoid added

voltage drop. A greater voltage drop reduces cranking motor performance. If cables are in good condition, they may be reinstalled after cleaning, and the clamps securely tightened. A coating of heavy-bodied mineral grease will help retard corrosion.

When the battery and cranking motor circuit have been put in good order, the rest of the electrical circuits should be checked and any needed repairs should be made. (There is opportunity for the sale of quite a few items in the

electrical circuit alone, and if they are needed their replacement is usually appreciated by the owner.)

Pull That Wheel!

Next, we should offer "Pull-A-Wheel" service:

Pull a wheel and examine the brake lining, wheel cylinders, grease seals and wheel bearings.

Brake service is one of our greatest sources of volume, but we miss many jobs that could be had for the asking.

Repacking of the wheel bearings and renewing of the grease seals to keep out the usual "slush" of winter is a P.M. service that they will all buy.

Check Cooling System

The cooling system is another place where we can "up" the volume. Before the anti-freeze is added, the radiator, block, radiator hose and thermostat should be examined. Many radiator and block cleaning jobs can be found. Radiator hose that shows any sign of deterioration should be replaced. and if the thermostat is not working, there won't be much heat from the heater.

Engine Tune-Up (Fig. 3)

Easy starting is more or less a must in cold weather, so our "Special" should include a complete engine tune-up, covering both the fuel and ignition units.

Don't overlook any item, because that may be "just the one" that will cause trouble.

Regardless of the amount of traffic we have through the shop. if the "front" boys don't tell them what the "bus" needs, somebody else will and they will do the job for the car owner.

Any shop can increase its volume with no more traffic by adding more operations per repair order and it is easily done when the requirements are brought to the attention of the owner. But remember, if we sell the job, let's perform the work well and completely.

Virginians Elect Magette

Leroy Magette of Leroy Magette Sales and Service, Courtland, Va., has been elected chairman of the newly-formed association of dealers in Southhampton County. C. B. Rock, Boykins, is vice-chairman and Floyd Briggs, Franklin, is secretary-treasurer.

for greater safet



K-D's new warning lite (36

KD 875 flashes every second as a warning signal on all types of emergency vehicles . . . city, county, state, airport, fire, police, ambulance, wrecker, highway maintenance, snow plow, public utility. Red, blue or amber domed precision-prism glass lens throws brilliant, high-intensity light pattern great distance.

effective signal in every direction

flashes can be seen from all points of the compass, on all grades. Height 6". Two lens gasket and heavy rubber mounting pad piece brass base, chrome-plated . . .

Usually mounted on top of cab, its warning diameter 6". Easy to change 50 cp bulb. Engineered to K-D's high standards . . . prevents weather deterioration.

other K-D emergency vehicle lites



KD 875

KD 865

KD 865 gives front and rear visibility with two 21 cp bulbs and two silver plated reflectors. 4" glass cp bulbs and two silver plated reflectors. 4" glass lens . . . blue blue, red red, amber amber, amber red . . . designed for every emergency requirement. Sturdy reenforced steel construction. Hollow stud for easy mounting, cab or fender. A high power lite at

KD 870 New streamlined minimum size, efficient emergency lite. Scientifically correct 4" red or blue lens meets all city and state requirements. Light weight . yet reenforced steel construction insures long dependable service. Single screw holds lens and one piece door. Cast aluminum bracket facilitates easy



KD 870

The Complete Line K-D's representative line of emergency vehicle lites is indicative of its service to operators of motor vehicles . . . a convenient single source for all needed safety products.

K-D LAMIP COMIPA REHOUSES, BOSTON - CHICAGO - LOS ANGELES W YORK - PHILADELPHIA - SEATTLE - TORONTO



BONDOMATIC

FORCED AIR GAS BONDING

Cyclone "400-56" Oven shown with Bondomatic Spring-Load Clamp Assembler. Oven is loaded through heat trap door.

cyclone model "400-56"

2000 SHOES PER DAY

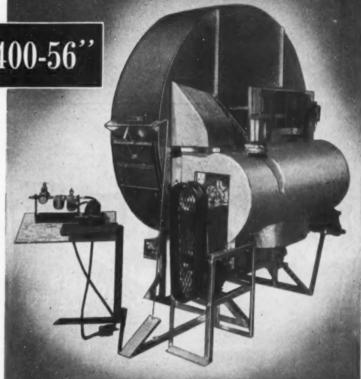
Here is the oven hundreds of bonders have been waiting for the Bondomatic Cyclone "400-56," a stock, forced air gas oven ready for immediate shipment and quick installation.

Unlike conventional ovens it has a continuous conveyor driven by a U. S. Varidrive motor which eliminates the old time-wasting, load-bond-unload method you get continuous production!

The oven holds 56 2" shoes with a time cycle of 8 to 44 minutes — capacity up to 2000 passenger car shoes per day! Used with the revolutionary Bondomatic Spring-Load Clamp, the Cyclone "400-56" Oven will give higher production than any comparable oven on the market — at exceptionally low cost. It is insulated throughout with 2" fiber glass and has full safety controls, all U.L. or F.M. approved.

The Bondomatic "400-56" Oven is priced to pay for itself in a hurry. Also available is the Cyclone "400-84" holding 84 2" shoes, with a capacity of 3200 shoes per day. See your jobber or write us direct for literature and prices.

Distributors Wanted





Oven is automatically unloaded by conveyor through heat trap door.

There is no loss of heat either when loading or unloading...

BONDOMATIC corp.

2808 West 54th St., Los Angeles 43, Calif.



Officers of Automotive Booster Club of South Texas, B-30, are (l. to r.): First row, C. F. Mackey, resigned as first vice-president; F. G. Meck, retiring president; President Dan Pettit, and J. R. Lawson, first vice-president; second row, John McKinney, second vice-president; Tim Scofield, secretary, and P. H. Scrivner, treasurer. Mackey resigned his office because he was moving to Dallas.

Jobber News

(Continued from page 85)

has been named manager of the new Southern region, with headquarters at the Memphis zone office and warehouse.

The Memphis operation is the 21st zone office and warehouse in this country. The brick and steel building contains 60,000 square feet of floor space and will be used to stock more than 25,000 different items.

There are four other United Motors warehouses serving the Southern states, at St. Louis, Atlanta, Dallas and New Orleans.

The new Southern region is made up of all or parts of 15 states, including Tennessee, Oklahoma, Arkansas, Missouri, Kentucky, Mississippi, Texas, Louisiana, New Mexico, Alabama, North and South Carolina, Georgia, Florida and Illinois.

AAR Chicago Meeting Scheduled Dec. 5-7

The annual meeting of officers and directors of Automotive Affiliated Representatives will be Dec. 5-7 at Chicago, it has been announced by Ed L. Lee, executive secretary.

The officers will meet Dec. 5 and 6, with the directors meeting Dec. 7. All meetings will be at the Sheraton Hotel.

Sorgi Joins Frank Brogan

Charles F. Sorgi has joined Frank Brogan Co., Dallas, Texas, and will cover Houston and the area eastward through central and southern Louisiana. Max Patton, formerly with Accurate Parts Co., is traveling West Texas, while Sam McClaran, long-time Brogan representative, is handling Dallas, Fort Worth and the territory south to Waco. Brogan himself is presently traveling South Texas.





DEALERS ENTHUSIASTIC
ABOUT NEW "ROCKET"
SALES RECORD
... HIGH "ROCKET
RESALE VALUE!

The big move is gaining momentum . . . Over to Oldsmobile! For more people every day are discovering a basic fact about the 1953 "Rocket" Engine Oldsmobile: It's a lot of car for the surprisingly low price! Flashing "Rocket" Engine performance—distinctive, graceful Power Styling—road-hugging Power-Ride Chassis—spacious, gracious Custom-Lounge interior . . . and all for a price amazingly close to that of "budget" cars! What's more, the "Rocket" Engine Oldsmobile holds its price on the used-car market. All this adds up to Oldsmobile value, And as more and more motorists learn about Oldsmobile value, dealers everywhere agree . . . it's smarter than ever to BE with Olds!

OLDSMOBILE

OLDSMOBILE DIVISION . GENERAL MOTORS CORPORATION . LANSING, MICHIGAN





THE PUMP WITH THE NEVER-SAY-DIE DIAPHRAGM

Nobody has to tell you that it's the diaphragm that makes or breaks a fuel pump. You've seen too many apparently perfect pumps fold up after only a few thousand miles because the diaphragm "went".

Here's KYGRADE'S solution—the onepiece, non-corrosive Monoflex diaphragm that lasts for the life of the pump. In addition, the diaphragm is so tightly sandwiched between the smooth casting surfaces that not even the *smell* of gas can escape. The rocker arm is heat treated for extra strength, minimized wear. The valve springs are phosphor bronze, oil treated, permanently elastic.

For further details about this great HYGRADE Monoflex fuel pump write our engineering department. HYGRADE, 37-18 No. Blvd., L. I. C. 1, N. Y.

CARBURETOR KITS . FUEL PUMPS AND KITS . SPEEDOMETER CABLES AND CASINGS



Officers of Automotive Booster Club, Sooner No. 37, Oklahoma City, are (l. to r.): Glen Quayle, retiring president; President John D. Stinson; Guy Way, first vicepresident; Ray Neely, second vicepresident; E. A. Talley, secretary, and Ken Stout, treasurer of the group.

Alden W. Davis Plans Retirement Nov. 30

RETIREMENT from active duty effective November 30 has been announced by Alden W. Davis, executive vice-president of The Walter Tips Co., Austin, Texas.

Davis, widely known in the Southwest, has been head of the automotive division of the company since 1916 and his retirement will terminate 37 years of service to the firm.

Although he will continue as a director and will be available in an advisory capacity, it is expected that most of his time in the future will be spent at his ranch on Lake Travis, near Austin.

In October of 1952, Davis was elected president of the Automotive Wholesalers of Texas, but was unable to serve out his term. His health began failing and he asked the wholesalers to accept his resignation, whereupon J. B. Wilson of Houston, whom Davis succeeded, stepped back into the presidency at the request of the board of directors.

By last September, Davis had recovered sufficiently that he spent some time at his desk each day and he attended the closing session of the AWOT convention.

Raskin Opens SW Agency

Dave Raskin, formerly western sales manager for Accurate Parts Manufacturing Co., Cleveland, has resigned and formed his own sales agency for the Southwest. He will cover Texas, Oklahoma, Arkansas and Louisiana.

Bolton Chosen by Solvents

C. E. Bolton of Decatur, Ga., has been named to travel Georgia, Alabama and a portion of Florida for Commercial Solvents.

"Business increased ten per cent in the first seven months of the year," C. W. Lancaster, Plant City Auto Supply, Plant City, Fla., reported last month. This booth at the Chattanooga (Tenn.) Interstate Fair drew a lot of visitors and enabled Hart's Automotive Parts Co., Chattanooga, to show a lot of motorists the part the wholesaler plays in keeping cars running smoothly.

"Better Salesmanship" Is MEMA Theme

A N ADDRESS on "Today's Need for Better Salesmanship" will lead off the convention of Motor and Equipment Manufacturers Association, to be held Monday, Dec. 7, at the Drake Hotel, Chicago, Ill. B. M. Muchmore, manager of accessories sales for A. Schrader's Son Division, Scovill Manufacturing Co., will be the speaker.

A. E. Keough, sales manager, Hershey Metal Products, Inc., will speak on "How Manufacturers Can Control Shows and Booth Conferences" and Basil Livingston, University of Michigan School of Business Administration, will give a report on the survey of the automotive industry recently conducted by the school.

Dudley L. Millikin of Rust Master Chemical Co. is MEMA president.

Four directors have been elected for the 1954-56 term: William Becker of National Machine & Tool Co., Harold F. Griffin of The Griffin Lamp Co., H. J. Dunne of Black & Decker Manufacturing Co. and Harry La Towsky of E. I. du Pont de Nemours & Co., Inc.

Would Hot Jazz Have Done It?

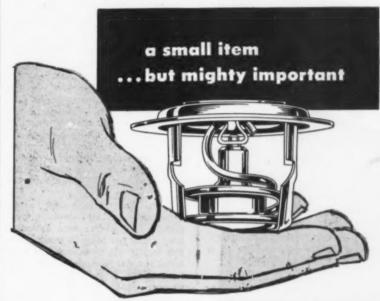
At breakfast in Austin during the convention of the Automotive Wholesalers of Texas, President T. C. "Buddy" Garrett was complaining that the room he and Mrs. Garrett occupied was too cold.

"I turned it down as low as I could, but it was still too cold," Garrett grumbled.

Mrs. Garrett dropped her fork and indulged herself in a big laugh.

"Why, Buddy," she said, "those controls you were turning were for the radio speaker that's up on the wall."





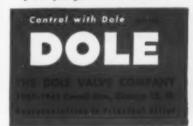
DOLE DV THERMOSTATS

help restore smooth engine performance

Thermostats are small items—but don't overlook them. Check the thermostat on every motor tune-up job. Then replace with a new Dole Thermostat. Your customer will thank you for the improved motor performance. He'll be more likely to call again.

Replacement thermostats have a big market ... millions of them every year. Be sure to get your share ... and be sure you feature Dole Thermostats ... "tops" in quality and performance for 30 years.

protect your good name with another





PETERSON WELDING LABS., INC.

Dept. S-11A, 1423 Virginia Kansas City, Mo.

98 Per Cent Want Missionary Help, Middle Atlantic Tabulation Reveals

NINETY-EIGHT per cent of the members of the Middle Atlantic Automotive Wholesalers want missionary help, according to a survey conducted recently by that group.

They wanted an average of two days per outside salesman a year, the tabulation showed. Ninety-one per cent wanted periodic sales meetings conducted by suppliers and 100 per cent of these wanted the meetings in their place of business or at least in their city.

The form sent to members of the association contained a number of questions on "What Do You Expect from a Manufacturer or Supplier?" It was designed to reflect only the views of MAAW members and not to be construed as critical of any supplier, it was pointed out by President Vernon C. Miller of Hammonton, N. J.

Regarding the product, 73 per cent said is should be as good as original equipment and 27 per cent felt it should be better. As to packaging, 66 per cent said present packaging is good, 34 per cent said fair and none reported it bad.

Fifty-two per cent said identifying numbers and symbols were good, while 48 per cent indicated they were too long in some cases. Practically all members said they liked standardization of part numbers within a product group, such as now exists for timing chains.

On promotion, 98 per cent thought advertising helpful, with 83 per cent leaning toward trade journal and national advertising rather than local. Some type of point-of-sale promotion is essential, 85 per cent stated.

All of those answering said they wanted freight prepaid to them. Eighty per cent said freight should be prepaid generally on 100-pound orders, while 8.5 per cent said 200-pound orders. Ninety-five per cent said that freight should be paid both ways by the manufacturer on warranty replacement, while 90 per cent felt that freight should not be charged the wholesaler when minimum requirements were not met due to back ordering or other conditions beyond the wholesaler's control.

Special orders should be handled the day received, all the jobbers felt. On regular orders, 71 per cent felt they should receive shipments from suppliers within ten days and 29 per cent thought the time should be within 20 days.

Members agreed unanimously that suppliers should have obsolescence policies and 98 per cent said these policies generally could be improved. A total of 85 per cent reported that at one time or another they had refrained from buying a particular line because of the lack of a definite obsolescence policy or because the one the supplier had did not fit their needs.

Regarding cataloging, it was practically a unanimous vote for standardization of size, punching, etc. A standard color for price sheets was strongly favored. Ninety-four per cent of those questioned said they thought that pictures of the factory, factory personnel, lengthy forewords, decimal equivalent charts and other superfluous data should be left out of salesmen's or counter catalogs.

The wholesalers stated by a wide margin that: Suppliers should carry products liability insurance. The two per cent, tenth proximo, should continue as an industry standard. There should be direct factory contact at least three or four times a year. Jobbers should be contacted by any supplier before he signs additional distribution in their territory.

John L. Suttles, formerly with Henry S. Clark Co., Atlanta, Ga., has been appointed district representative for Ammco Tools, Inc., in the Virginia and Carolinas territory. He succeeds Ray Ward, who retired because of ill health. Suttles will work under the direct supervision of Bill Baker, who is the district manager.



Maremont and Accurate Combine Sales Forces

Sales forces of the Replacement Divisions of Maremont Automotive Products Co., Accurate Parts Manufacturing Co., and Replacement Unit Companies have been combined into a unified sales group, it has been announced by Charles Klaus, vice-president in charge of sales for Maremont.

J. L. Woodhead has been promoted from district manager of the



Mr. Woodhead

Atlanta, Ga., territory to Southeastern divisional sales manager, with headquarters in Atlanta.

J. Drew Ehrhardt, formerly district manager of the Maremont St. Louis territory, has been promoted to western divisional sales manager, with headquarters in St. Louis.

Bowles Dies in Dallas

Albert M. Bowles, 55, manufacturers' representative of Dallas, Texas, died last month. In addition to two sons, Albert Stanley and Tommie Y. Bowles, he is survived by a brother, Stanley D. Bowles of S. D. Bowles Co., Dallas.

Fehsenfeld Goes to Dallas

After 29 years with The Black & Decker Manufacturing Co., E. V. "Eddie" Schaub has resigned as Dallas, Texas, branch manager and has been succeeded by Al Fehsenfeld of Indianapolis, Ind.

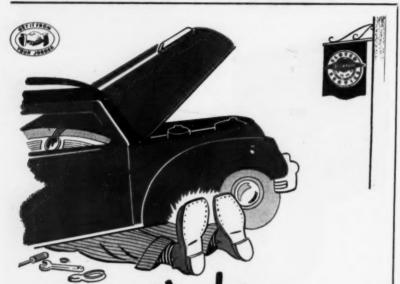
Butz Handles Cover Line

Sidney Butz & Associates, Charlotte, N. C., has been appointed Southeastern representative for the seat cover line of The Crest Co., Detroit, Mich.









LESS TIME Under THE CAR



Pointed splines on Powerflex clutch plate hubs make it much easier to insert transmission shaft. Saves time. Prevents burred splines, bent plates. Powerflex plates are designed to meet the needs of the repair shop.



these self-aligning splines; flattop cushions; spring supports; safety stops.

New POWERFLEX Plate in every Accurate Clutch Set



Accurate

PARTS MANUFACTURING CO. 12435 EUCLID AVENUE • CLEVELAND 6, OHIO Officers of Automotive Booster Club, Southwest No. 4, appear in left-hand photo (1. to r.): John Harvey, retiring president: President J. W. McGavock: Ben Abbott, first vice-president: Ed Shipp, Jr., secretary, and Lee Boswell, treasurer. T. H. Everett, second vice-president, was not present when photo was made. Right-hand picture shows H. M. Cree (right), member of B-4 and president of Automotive Booster Club International, presenting a certificate to Boswell, chosen "Mr. B-4" for the year by the Dallas group.

Booster Club International Will Meet in Chicago

A UTOMOTIVE Booster Club International, Inc., will hold its executive council meeting at the Conrad Hilton Hotel, Chicago, Dec. 6. Henry S. Clark, B-6, Atlanta, will preside.

The annual board of governors meeting, with two delegates and two alternates from each of the 37 clubs, will meet Dec. 7 to ratify the action of the council for 1953, transact new business and elect officers for 1954.

Herbert M. Cree, B-4, Dallas, is president of ABC International. Other members of the executive council include: Howard C. Tucker, B-25, Memphis; Sam A. Ladd, B-7, Chicago; Herman Pflug, B-10, San Francisco; A. F. Snyder, B-8, Minneapolis, and W. J. Sullivan, B-1, Boston, as well as 16 regional vice-presidents and committee directors for 1953.

Bull Buys Fuller Business

Wayne Bull, with three locations for Wayne Bull Auto Parts in San Antonio, Texas, has purchased the wholesaling business of Paul Fuller in Austin. Bull will retain the Fuller organization, while Fuller will devote his time to his Capital Bearing Service in Austin.

the "SHOT IN THE ARM" you've been waiting for!

The FIRST Major Advance in MIRRORS in 35 years!



ALL-ANGLE ADJUSTABLE WING MIRROR CONVERTS ANY INTERIOR MIRROR TO ULL REAR AND SIDE VIEW VISION



LOOk-out

INSURES TOP PROFITS





LOOk-out

TRIPLES VISIBILIT





LOOk-out

KEEPS AN EYE ON RUMPUS RAISH BACK-SEAT KIDS



IN THE SOUTHWEST IT'S DAVE STERLING 152 EXPRESS STREET DALLAS, TEXAS

IN THE SOUTHEAST IT'S

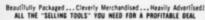
UARTER"

Look-out

NE MODEL FITS DUICK SIMPLE LE SHAPES — SIZES INSTALLATION — ITERIOR MIRRORS NO TOOLS NEEDED



KEN HERSHEY 1326 S.W. 6th STREET MIAMI, FLORIDA



ROFITS HINGE ON A "LOOK-OUT"!

AUTO ACCESSORIES COR





Some of those attending the fall meeting of the Automotive Wholesalers' Association of Alabama in Montgomery Oct. 25-26 are shown in top photo. This seating arrangement was used to facilitate note-taking and reduce fatigue during the working sessions. Other photo shows participants in a skit on the CAS finance plan (l. to r.); Miss Lilla Story, Dothan: A. K. McClure, Gadsden; P. J. Sawyer, Anniston; James Fisher, Montgomery; Frank Huey, Montgomery: Ed Coward, Mobile: Tom Sawyer (standing), Anniston, and Lee W. Meriwether, Jr., Montgomery. Another highlight of the program was an address by Ben F. Dismukes of near Mobile, president of the Alabama Service Station Association, on "What Can the Automotive Wholesaler Do to Help the Service Station Operator?" J. R. Williams is president and Nathan M. Roberts is secretary.

Are Volume Lines the Profit Lines? Southern Jobbers Give Their Answer

IN SPITE of loud cries from many individual wholesalers that their volume lines are not their highprofit lines, the correlation between the two for the South and Southwest as a whole is impressive.

In a survey last month, South-ERN AUTOMOTIVE JOURNAL asked approximately 1,000 jobbers these two questions:

What are your ten most profitable lines?

What lines supply your biggest gross sales volume?

Jobbers were asked to list products, not brand names, in replying to the questions. Tabulations revealed that the most profitable lines, in order, were:

- 1. Ignition parts
- 2. Brake lining
- Fan belts and hose
- 3. Piston rings
- 4. Chemicals
- 5. Oil filters and cartridges
- 6. Bearings
- 7. Engine parts
- 8. Paints and refinishing materials
- 9. Mufflers and pipes
- 10. Brake parts

The lines supplying the biggest gross sales volume, in order, were:

- 1. Ignition parts
- 2. Engine parts

- 3. | Batteries | Spark plugs | Oil filters and cartridges
 - 4. Paints and refinishing materials
 Piston rings
- 5. Anti-freeze Mufflers and pipes
- 6. Brake lining
 7. (Fan belts and hose
- Bearings 8. Chemicals
- 8. Chemicals
 9. Equipment
- 10. Brake parts

In cases of very small variations, which might have been caused by the size of the sampling rather than the actual volume or profit picture, lines are listed as tied for that position.

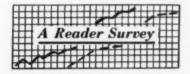


Only four items appearing on the "volume" list fail to appear among the ten most profitable lines also: batteries, spark plugs, antifreeze and equipment.

Spark plugs and equipment both ranked well up on the "profit" list, but not among the first ten.

Instead of trying to set up hard and fast categories, the editors of SAJ classified the items in the way that the majority of the wholesalers listed them. Bearings, for example, includes both engine bearings and the ball and roller types, since only a few jobbers listed them separately.

Ignition and electrical parts are classed together, while brake lin-



ings and brake parts are separate, in the way that most of those replying listed these items.

Some of the questionnaires contained fewer than ten items under the "most profitable" heading.

"I don't have ten lines that I consider profitable enough anymore to list as 'most profitable,' " was the terse comment from one Texan.

While several wholesalers stated that "volume" lines and "profit" lines were virtually identical for them, a number of others disagreed and said the reverse was true in their business.

"It is very easy to see that the ten most profitable lines are quite different from the big gross lines," said R. A. "Dick" Nix, Jenkins Automotive Parts Service, Inc., Columbia, S. C. "Wish we could arrange it so that it would be the same down the line, but guess that is why we all knock our brains out to stay in this business. Thank heavens we have a well-managed, modern machine shop that is a 'rock of strength' for our business."

Said Harold J. Delhommer, Harold, Inc., Lafayette, La.: "I believe that the manufacturers could change the picture somewhat for the jobber if they would consider the fact that the jobber's cost of doing business has increased the same as theirs but the jobber has been unable to increase his profits by increasing the cost of merchandise proportionately to that of the manufacturer. I have noticed in many cases that the profits have diminished rather than increased. I also believe that if the manufac-

turers would make a thorough study of the jobber's side of the picture, it would tend to make better and more stable jobbers in the industry.

"As I see it in another way, the manufacturers can and do control their profit structure and in doing this they also can and do control the jobber's margin of profit."

Lines that ranked high in the "most profitable" tabulations, but not among the first ten for the South and Southwest as a whole, included: tools, gaskets and seals,

spark plugs, chassis parts, clutch plates and discs, batteries, shop equipment, brass fittings, accessories, fuel pumps and wire and cable. A total of 47 different lines was listed in all.

Lines that were high in volume, but not among the first ten, included: gaskets and seals, motor oil, chassis parts, tires and tubes, tools, clutch plates and discs, fuel pumps, accessories, carburetors and rubber products. The total of all lines listed on one or more questionnaires was 44.

YOU'RE SURE of SATISFACTION with...

HASTINGS REBUILT PARTS

Rebuilder of.

- GENERATORS
- ARMATURES
- PRESSURE PLATES
- CARBURETORS
- STARTER BENDIX
- STARTERS
- FORD DISTRIBUTORS
- CLUTCH DISCS
- FUEL PUMPS
- BONDED BRAKE SHOES

BUY THROUGH YOUR JOBBER



News Briefs

(Continued from page 81)

Get as close, or closer to your organization, than the organizer."

Robert S. Armacost, president of NADA, said over-production is the cause of all current dealer problems, but conceded, too, that "we have hit the bottom in salesmanship." He said older men in dealerships would again have to take over sales supervision for there is no one else to teach it.

"I believe we are at the cross-

roads," Armacost began, "with the choice of establishing sensible merchandising on the one hand or taking the road to ruin. And the cause of it all is over-production.

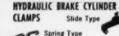
"We were caught unprepared. None of us believed we'd have so many cars and we haven't stood the test too well. If you give a \$300 discount or an over-allowance, you have to get that money back from some place. So go out and solicit people, but do it in a way that will not degrade our industry.

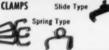
"I am deeply concerned about the operations of the 'wheel and deal' boys, these one-day sales and the type of advertising that is being done. NADA has spent thousands of your dollars telling the public how ethical we are, but almost irreparable damage has been done during the past six weeks. The whole economy began to slip when our industry showed a trend. It used to be that ten per cent of our people were the 'wheel and deal' type but I think that is reversed and nearer 90 per cent of dealers can now fall in that classification."

Armacost pointed out that one of NADA's basic policies has al-

ASK YOUR JOBBER SALESMAN ABOUT-BARRETT'S FALL BONUS PROGRAM!









Removes retraction springs Special Handle for removing Bendix springs.





High Speed and Carbide Tipped for all makes of reliners.

BONDING MATERIALS



Minit-Bond Tape, Liquid and Activator

LATHE CUTTERS

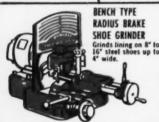
High Speed, Brazed Carbide and Replacable Carbide Tip-ped, For machining Drums.



Hones hydraulic wheel and master cylinders.



Adjusts instantly to any







Bonds or debonds lining up to 1 shoe per minute.

DRUM DOKTER



BRAKE DOKTER

or accumulated errors in brake



For flushing and bleeding hydraulic



Delines, countersinks, rivets and grinds all

BARRETT EQUIPMENT CO. . 21st & CASS . ST. LOUIS 6, MO.

Brake Service Is Becoming A Regular Matering Habit

N. C. Dealers Hit "Come-on" Ads

A total of 698 out of 705 North Carolina dealers replying to a survey last month indicated their opposition to one- or two-day high-pressure sales of new cars.

The survey was conducted by the Industry Relations Committee of the North Carolina Automobile Dealers Association under the direction of Mrs. Bessie B. Ballentine, executive secretary.

Results of the questionnaire showed that an equal number of dealers are opposed to the use of "comeon" advertising, such as no down payment, excessive trade-in allowances and exorbitant discounts.

ways been to "resist by all means, any attempt to reduce our historic discount, even by one per cent, but we ourselves slough off up to 10 per cent." He said he expected a demand for reinstallation of territory security in contracts and that NADA will back up the dealer who has the courage "to quit buying merchandise he can't sell-if his house is in order."

Walker A. Williams, vice-president in charge of sales and advertising for the Ford Motor Co., had previously appeared on the program, but did not remain at the convention. Without mentioning production directly, he appealed for imaginative selling and after his address was congratulated by Armacost, who said, "I agree with



"Ford owners have been spreading the word about me!"

"I let them know I use Genuine Ford Parts like these and they're telling their friends."

That's how the news gets around ... from your

Ford batteries

are tested to start at 20 below zero. They're also shake- and impact-tested for durability; cycled from full charge to full discharge hundreds of times for long life. This testing by Ford engineers before approval for manufacture is assurance that a Ford battery will keep Fords ready to go at all times!

Ford oil filter cartridges

are Track Tested in Fords for thousands of miles. Both full-flow and by-pass filters are designed to remove dust, carbon particles, and other oil contaminants dependably and efficiently without removing useful oil additives!

Ford spark plugs

are manufactured to exact Ford specifications. They're designed and balanced to your Ford's ignition system to give Ford engines smooth performance and high gasoline mileage. And, like all Genuine Ford Parts, they're made right to fit right in Fords!

That's how the news gets around . . . from your display of the Genuine Ford Parts sign . . . from the word-of-mouth advertising you get from the new customers your sign brings in. And in addition, there's national advertising constantly reminding Ford owners everywhere that Genuine Ford Parts are best for their cars.

This is the time of year when a lot of profitable Ford business can be gained from owners who are hurrying to ready their cars for winter. You can sell the frequently needed parts pictured here . . . and many others . . . if you'll put this business-boosting Ford Parts sign to work for you. The coupon will quickly bring

you full information.



PARTS AND SERVICE SALES DEPARTMENT

Fard Division, Ford Motor Company, Bex 658, Deerborn, Mich. Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. Pd like to cash in on this, too!

FIRM NAME
INDIVIDUAL'S NAME

ADDREESS

TY......STATE





and glazing putties available-Outsells All Others!

7 Reasons Shop-owners Prefer



- · Goes on easily, smoothly, with a squeegee
- Dries fast and hard, yet gives excellent flexibility
- Does not shrink or crack
- Can be easily and quickly sanded to a feather edge, back-knifed for the toughest iob
- Solid filling for perfect adhesion to give the proper 'base' for a class refinishing iob
- Gives you exceptional performance at a greater profit
- Is the finest putty available for refinishing today!

NATO STAN

YOU

MORE PROFIT! GREATER QUALITY! TESTED VALUE!

GET

N/TROSTAN PUTTY

In Convenient 1 lb. tubes, quarts, gallons GREY—#9000 RED—#9001

#9001 WHITE—#9002

ORDER NARO-STAN TODAY

Some territories still open-Jobber Inquiries Invited

STANDARD COATING CORP.

461 BROAD AVE. RIDGEFIELD, NEW JERSEY you absolutely."

Williams' last line was, perhaps, his best punch line: "We do not follow economic trends. It is our job to make those trends." Williams said:

"There is some premature moaning about hard times around the corner, but when I study the forecasts, our own and others, I see cold facts.

"There are 54 million owners of vehicles and most of whom want a better car or truck. There are 12½ millions of pre-war cars which must be replaced and today 31 per cent are over ten years old. We will have 177 millions of population by 1965 and that will mean more cars; and 245 billions of dollars of income after taxes and 63 millions employed mean a sustained car market. There is a new market for two- and three-car families."

Dealers were further criticized for failure to merchandise trucks and for "wheeling and dealing" tactics during a panel discussion

tactics during a panel discussion.

C. C. "Pop" Gunn of San Antonio had the subject, "Net Profit Realization from Truck Sales" and said that dealers used to be recognized as merchandisers and outstanding salesmen.

"But I ask you as a group if we measure up now," he challenged.

Production Isn't All of It

"Selling trucks is a matter of merchandising and salesmanship over price cutting. There is something wrong besides over-production."

D. L. Johnson of Dallas discussed discounts, over-allowances and used-car sales.

"It looks like our business is about on its last legs, according to the newspapers, but some dealers are using space to advertise that they are over-stocked and the reputation of our business is largely our own fault. We should approach our problems in a business-like manner instead of screaming to the public and wringing our hands.

"What we need is dynamic selling and I believe the used-car jockeys call it 'wheeling and dealing.' From here on, for us dealers, there is nothing but hard work while we trade at a figure that will pay the overhead and leave a profit at the end of the year.

"The crux of our situation is this: Dealers should buy all the cars they need, but no more. Let's not be stampeded into no-profit selling like we were on trucks."



Clarke A. Templeton (above) and E. P. Letscher have been named to the new positions of assistant sales managers for Dodge Division, it has been announced by R. C. So merville, vice-president in charge of sales. Both have been on the home-office staff as sales supervisors. Letscher was for a time assistant regional manager at Memphis. Tenn., and regional manager at Greensboro, N. C.

R. K. Wright, Sr., of Houston, perhaps the only service manager ever to appear on an association program, discussed ways and means of getting 100 per cent absorption. He said dealers should keep in close touch with all departments, thereby creating profitand expense-consciousness in all departments. He asked if dealers were thinking ahead to the addition of an air-conditioning department.

Col. Homer Garrison, head of the Texas department of Public Safety, said the Texas motor vehicle inspection law resulted from some pencil work.

"Some people got to figuring and discovered that the 13 per cent of Texans killed by faulty vehicles added up to between 250 and 300 human lives annually," he explained.

"In 1951 in Texas, 2,546 people died on our highways. In 1952 the killed numbered 2,498, or 48 less than the year before and for the first time we were below the national average. Two new laws—the vehicle inspection law and the driver responsibility law—were certainly factors.

"I don't say a faulty vehicle is the worst killer, for there are three links in the safety chain the highway, the driver and the vehicle. Collapse of any link results in 'motorcide.' A majority of accidents can be blamed on the driver, but there are some road failures, too. The whole solution

AH-ZEE BEAUTIFUL COLORS!



to offer your customers the best at no extra cost

Rubbermaid & KALERUGS



These 2 Sparton products can expand your markets

SELL THE PRACTICAL HORN FOR TODAY'S TRAFFIC



You'll find that the Tornado sells itself to customers who are told the facts. And these are the facts: The Tornado is an all-electric, twin-trumpet air horn... perfect for cars, trucks, buses, boats. Streamlined design. Brass, chrome-plated—has stainless steel diaphragm—rugged construction. It is easily installed by simple connection to the electrical system. No tanks, pipes, compressor or motor tapping. No maintenance problems. Full warning power as long as there's, juice in the battery.

Also available in single mounting (Model 260). Watch for the new, single-trumpet "Tornado Junior" —Model 261.



New Twin jel Backup Lamps

Here's a brand new accessory to appeal to "Hot-Rod" fans, and every driver who goes for that sleek, continental look. Practical backup lamps housed in twin pipes that look like chromed dual exhausts. Lamps attach easily to rear deck, add a custom appearance to any car. Packed by pair in attractive counter display carton. Announced nationally in the August issue of Hot Rod, so get ready now! Write or wire direct.

Buy U.S. Defense Bonds Today . . . For Your Future Security Tomorrow

MAKERS OF QUALITY
AUTOMOTIVE EQUIPMENT
SINCE 1900



. 0

MUNICIPAL AUDITORIUM MIAMI BEACH, FLORIDA lies in a public demand for correction of all three ills-roadway, driver and vehicle."

Alan G. Rude, vice-president of Universal CIT, discussed "Financing and Your Business," and said once again the sales finance company is called upon to play a major role

"Dealers have not been greatly interested in finance profit," he continued, "but after 12 years the automobile business is back to normal, with full competition and the hazards of dealer failures.

"In this respect there are four points in particular to watch. These are inventory losses, credit losses and weak notes, high salaries and, finally, overhead. There is no absolute security, but the nearest approach to it is to keep the business as fluid as possible."

Rude predicted that, with no intervening war, the dollar will be worth only 23 cents by 1963. He said he was gloomy about the tax picture because history shows that once a tax is levied it is hardly ever repealed.

Although he did not discuss the automobile business specifically, Governor Allan Shivers made a profound impression. At the outset he declared he was repaid for his support of the candidate of his choice last year, for then he said he would be satisfied if the bloodshed in Korea were stopped.

"Gloom spreaders are out again and people say the world has gone to hell in a hand basket," he con-

"But I can't believe businessmen will let the absence of a war economy influence the conduct of business. What's happened to American initiative and the free enterprise system? Is it that when business gets bad we have been so in the habit of turning to government for all the answers?

"It is a simple choice—live in a war economy or have American business and businessmen stand on their own feet. Let's get back and go to work again and quit spreading gloom. Let's get out and sell cars and not wait for the people to come asking for them."

San Antonio was chosen for the 1954 convention.

How Can Repair Shops Build Confidence?

WHAT steps the automotive service industry should take to build up public confidence in automotive repair shops was one of the topics of the Automotive Advertisers Council at its fall meeting in Chicago.

Some of the suggestions were: do more shop advertising and promote the personalized service offered, organize and promote the CAS finance plan for repairs, better selection and training of service personnel, post prices of operations and labor rates, and do a better job of delivering a clean automobile back to the public.

W. A. Kirkpatrick, sales promotion manager of Wilkening Manufacturing Co., led the discussion and outlined the suggestions, which were compiled from views of industry leaders.

More than 40 advertising and sales executives of automotive manufacturers attended the meet-

Other topics included the "Get It from Your Jobber" and "Care Will Save Your Car" programs and a discussion of what companies in the industry are doing to preserve the free-enterprise system in this country.

DON'T BE FOOLED



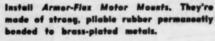
Motor Mounts Can Cause You Trouble



if not replaced on time!



Most mechanics have learned that it doesn't pay to fool around with faulty motor mounts. They know that mounts can cause clutch chatter, motor misalignment and excessive vibration. The smart mechanic can spot the trouble blindfolded. The only safe engine mounting is one that is in perfect condition—one that performs the job for which it was intended with 100% efficiency. Anything less than a perfect motor mount may mean serious





OUR MANUFACTURING CORP. 1761 LONDON ROAD CLEVELAND 12. OHIO



Officers of the Arkansas Automobile Dealers Association are (1. to r.): President John Bale, Chevrolet dealer at Little Rock; Tom McNeil, Rogers, first vice-president; W. C. Whitfield, Fayetteville, vice-president, region one; Kendall Moore, Newport, vice-president, region two, and Roland Hughes, NADA director for Arkansas. Not shown are Russell Marks, El Dorado, vice-president, region three; Charles Scarbrough, Pine Bluff, vice-president, region four, and Walter Jennings, Little Rock, treasurer.

Arkansas Dealers Hear Murdock and Haake

JOHN E. Murdock, president Murdock Acceptance Corp., Memphis, Tenn., and Dr. Alfred P. Haake, economist and consultant to General Motors Corp., were two of the principal speakers at the convention of the Arkansas Automobile Dealers Association, held recently in Hot Springs.

Murdock spoke on "Sound Selling, Sound Financing" and Haake discussed "Production: The Key to Prosperity." Karl M. Richards, manager of field services, Automobile Manufacturers Association talked on "Shooting for the Moon."

The association entered its 20th year with the highest membership in its history. George H. Benjamin, executive secretary and general manager, reported the association now had 435 members out of a potential of 515 dealers.

During the business sessions, the group voted to return to the former method of organization which, until 1943, divided the state into four regions, with a vice-president for each one.

A number of entertainment features were planned by Wayne Chitwood, Hot Springs, general convention chairman.

Searcy Wilcoxon, Hamburg, is the immediate past president of the association.







All set for the cheering were these Lincoln-Mercury salesmen in the Kansas City district and their wives. These 16 were the winners in a contest among 322 salesmen from 96 dealerships in the district. The group attended the Missouri University-SMU game Oct. 9 and the Oklahoma-Texas game Oct. 10. District Sales Manager Ralph F. Lynn and his wife appear at the extreme right as the group prepares to board the train.

Three in Four Cars Sold Last Year Replaced Scrapped Cars, AMA Says

Three out of every four cars sold in the United States during 1952 replaced cars being scrapped.

Scrappage of passenger cars approximated 3,300,000, while new-car registrations were 4,158,394, according to the 33rd edition of Automobile Facts and Figures, published by the Automobile Manufacturers Association.

Although the total scrappage sounds large, a breakdown of 1952 registrations by age shows that about one in three passenger cars and one in four trucks were prewar models, nearly a dozen years after Pearl Harbor. By comparison, only about one in eight vehicles registered in 1941 was in the tenyears-or-older class.

Passenger-car registrations for 1952, excluding military vehicles, were 43,810,531, while total vehicle registrations, excluding the military, reached 53,294,493. The 1953 total is expected to reach 54,-745,000.

Motor fuel consumption climbed six per cent above the 1951 level during the past year and 1952 vehicle traffic exceeded a half trillion miles

Highway users paid \$5,300,000,-000 in special taxes during 1952. Taxes took 29 cents of the automobile sales dollar in 1952, compared with 14 cents in 1939. Replacement parts sales reached \$2.000,000,000 last year.

The figures on vehicles have reached such a tremendous size that they are hard to comprehend. But the automobile business has its small, personal side too.

Most automotive concerns are in cities with less than 25,000 population. Seventy-seven per cent of automotive wholesale, retail and service firms have five or fewer paid employees.

Average annual mileage for passenger cars in the United States was 9,577 in 1952, an increase of about 400 miles over the 1951 average.

There is one passenger car for every four people in this country. If the entire population decided to go riding at one time, they could do it, with enough space left for all the people of Italy. And there would be 16 vehicles on every mile of highway.

"Speed Week" Dates Set

"Speed Week," highlighted by the victory dinner of National Association for Stock Car Auto Racing and climaxed by at least two days of stock-car racing on the Beach-Road course, will be held at Daytona Beach, Fla., Feb. 15-21, it has been announced.





James J. Nance, president of Packard Motor Car Co., will be one of the speakers at the annual meeting of the American Finance Conference, set for Nov. 16-18 in Chicago. The association, consisting of independent automobile sales credit companies, will hear other addresses and panel discussions on the credit situation. John H. Lander (bottom photo), Dodge-Plymouth dealer of Atlanta, Ga., will be another speaker.

"One-Day Sale" Car Ads Hit by NADA Head

ROBERT S. Armacost, president of NADA and a Kansas City, Mo., Studebaker dealer, revealed himself in Fort Worth, Texas, at the convention of the Texas Automotive Dealers Association, as something of a Ford fan.

During the course of his address, in which he criticized over-production, one-day sales and newspaper advertising being indulged in by many dealers, Armacost said he believed factories should have charge of all such advertising because they are equipped to do it. He added:

"I've been reading that Ford copy and I think it's wonderful. And it's a shame the salesmen don't read the ads and tell the same story."

A minute or two later he digressed again to compliment Ford:

or on tedants and to

"That is the best-looking and the best Ford car in Ford history and it's a shame that those who are selling it don't believe that, too."

When he had finished, Armacost told the convention:

"I had a NADA speech here, prepared for me in Washington, but I decided I had rather talk to you as one dealer to another. At least, in this NADA speech I didn't make, I have a record of what I didn't say."

GM Resumes Output Of Hydra-Matics

RESUMPTION of production of Hydra-Matic transmissions, the first since fire destroyed the Livonia, Mich., plant last August, was announced Oct. 21 by Harlow H. Curtice, president of General Motors.

Initial production of the transmissions at the Riopelle plant in Detroit is scheduled to reach approximately 1,200 a day in November. The first units will be made available for Army trucks, Curtice said, and commercial units will go to competitive automobile manufacturers and GM car and truck divisions.

"The Riopelle plant is exclusively an assembly operation of Hydra-Matic parts produced by our own divisions and outside suppliers," said Curtice. "It is separate from our Willow Run activity because there we will manufacture parts as well as assemble the transmission. While we still face many difficult problems at Willow Run, we hope to begin building Hydra-Matics in limited quantities there sometime in November."

Lisle Corp. Buys Supco Products

LISLE Corp., Clarinda, Iowa, has purchased Supco Products Corp., Amityville, Long Island, N. Y., it has been announced by President C. V. Lisle.

The purchase included manufacturing facilities, which are being moved to Clarinda, as well as inventory and distribution. The Supco line of brake parts, cables, hose and brake fluid will be expanded to cover all late-model vehicles. Lisle said.

Sales and distribution facilities for the Supco line will be expanded as rapidly as possible, Lisle also announced.

(More News Briefs on page 173)



GOJER, INC.



WALKER MANUFACTURING CO. OF WISCONSIN . RACINE, WIS.

Why wait? you can pay for your new walker greyhound jack as it earns money for you!

Don't put off owning that new 4-ton Walker "Greyhound" you need so badly. This fine, powerful hydraulic service jack with its famous "Gold-Seal" power unit can be yours RIGHT NOW... on an easy budget plan. No need to tie up capital... no need to wait.

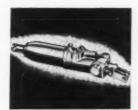
Most Walker distributors offer convenient, pay-as-you-earn finance plans which will put this great jack on your service floor for only a few dollars down . . . and a few cents a day. It will pay for itself as you use it through labor savings—and faster, more efficient, safer service—and you've never used a finer service jack. The No. 884 Walker "Greyhound" is a masterpiece of hydraulic jack engineering. Its smooth, dependable 4-ton "Gold-Seal" hydraulic power unit handles all but the heaviest trucks with ease and safety. It's the ideal jack for any shop with a wide range of traffic.

Ask your jobber salesman about the easy-to-handle, convenient, pay-as-you-earn finance plan he has to offer—and get your new Walker "Greyhound" now.

Walker leads

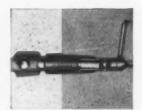


in Jacks



"Gold-Seal" Power Unit . . . the finest hydraulic power mechanism for service jacks ever developed. A triumph of hydraulic engineering representing the accumulated experience of over a quarter of a century of jack building.

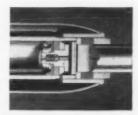
Self-Centering "Finger Tip"
Control . . . means new ease of operation . . . new margins of safety. Ingenious, self-centering device prevents valve seat wear and eccentric bending. Permits easy, positive valve action and control of lowering speed.





"I.S.D." Power Cylinder . . .
I.S.D. Means increased surface density—a revolutionary new finish for the inside surface of the seamless carbon steel power cylinder that assures greater wear resistance . . . and smoother trouble-free service.

Filtered "Hydra-matic" Relief Valve...removes one of the most frequent sources of jack failure cup washer scoring. Also prevents the "build-up" of excessive oil pressures at top height. Intake port filtered against foreign



Serving the Automotive World with Jacks, Silencers and Oil Filters







Trouble-Free QUALITY Valve Refacer



K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA
WET VALVE REFACERS • VALVE SEAT GRINDER SETS • STUD WRENCHES
VALVE SEAT INSERTS • RESEATER SETS • ELECTRIC DRILLS • SANDERS
ROD ALIGNERS • POLISHERS • HAND GRINDER SETS • REAMER DRIVES

More News Briefs

1.

(Continued from page 169)

Texan Gives Checklist For High Absorption

THINGS service managers can do to help raise the percentage of service absorption for their dealerships were outlined by Robert K. Wright, Sr., service manager of Simpson-Gillman Pontiac Co., Houston, in an address during the convention of the Texas Automotive Dealers Association last month.

Among his suggestions were:

1. Have a trained selling force in both service and parts. Urge service salesmen to sell at least \$1 more on each repair order.

2. Maintain a good follow-up system, including phone calls by service salesmen and letters.

Try to satisfy all customers from new-car delivery on.

 Keep in close contact with insurance adjusters and wrecker operators. Have employees turn in license numbers of wrecked or damaged cars they see.

5. Service managers should attend salesmen's meetings on both new and used cars once a week to promote cooperation with sales department.

6. Don't sublet work that can be done in the shop. Buy equipment to offer true "one-stop" service in your shop.

7. Place service personnel on an incentive plan that works.

8. Keep close check on expenses and shop supplies.

"There is no rest period for a

A "Broken" Example Of Not Selling

"I've been in 110 filling stations with a broken spotlight in the last three months and no one has tried to sell me a new one."

That's what Capt. A. S. Windham of the Mississippi Highway Patrol told the annual convention of that state's automobile dealers at Biloxi last month.

He emphasized the need for a more watchful eye for "safety repairs" in order to cut traffic fatalities and injuries, as well as damage to motor vehicles. parts or service manager," commented Wright. "To reach a goal of 100 per cent absorption, he must be on the beam, constantly push forward for sales and look back to keep those expenses down."

Adjusting Hood Bumper On Plymouth Cars

THE following information on adjusting hood bumpers was contained in a recent issue of Plymouth Product Information News:

New-type hood bumpers which can be raised or lowered to help provide a smooth hood fit are now used in production on all P-24 Plymouth cars, Two bumpers are used. One bumper is located at each side of the inside of the front fender, adjacent to the nose of the hood.

The adjustable-type bumpers can be installed in the bracket of all P-24 cars, if desired. Remove the original push-in type bumper. Install a screw, MoPar part No. 157444, and two pieces ½-20 nut, part No. 120375. Place one nut above and one below the surface of the bracket.

Install rubber bumper, part No. 1541626, on the head of the screw. Adjust and tighten.

Relieving Bottoming Of Universal Unit

The following suggestion for relieving bottoming of universal joint on Plymouth cars was contained in a recent issue of Plymouth Product Information News:

A rapping or knocking noise heard under the floor pan when the brakes are applied severely may indicate bottoming of the universal joint in the housing.

To correct this, install a 3/32" spacer between the transmission flange and the "U" joint. The spacer may be obtained under Mo-Par part No. 1534443, part type code 16-20-7.

An additional spacer may be installed between the differential flange and the rear universal joint.

No more than one spacer should ever be used at either end of the propeller shaft.

Ross Heads Circo Sales

William A. Ross has been appointed sales manager of the Circo Equipment Co., manufacturer of vapor degreasers, metal parts washers and solvents for automotive and industrial use.



SAFE ON HANDS

V FAST-ACTING

NO UNPLEASANT ODOR

SAFE ON ALL METALS
(including oluminum and magnesium)

LESS EXPENSIVE

Petisol 202

Carburetor and Metal Cleaner

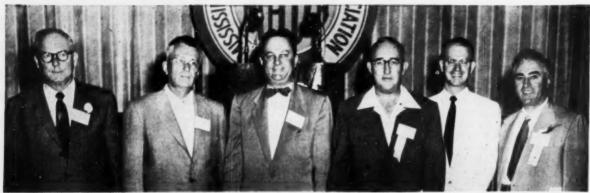
Manufactured by the makers of world-famous

SILOO PRODUCTS

PETROLEUM SOLVENTS CORPORATION

331 Madison Avenue . New York 17,

In Canada - 2491 St. Patrick St. - Montreal





It's a PLEASURE to do business with PLANET!

Large inventories insure prompt delivery of HYDRAULIC BRAKE HOSE ASSEMBLIES, BRASS FITTINGS, FUEL AND OIL LINES, GREASE FITTINGS, AIR AND GREASE LINE ACCESSORIES, COPPER TUBING AND OTHER FAST-MOVING SPECIALTIES. Write for complete Catalog.

PLANET IS A PRIME MANUFACTURER—that's why PLANET prices are always right!

PLANET METAL PRODUCTS CORP.

966 Dean Street, Brooklyn 16, N. Y.

Officers of the Mississippi Automobile Dealers Association are (l. to r.): W. L. "Bill" Breed of Bill Breed Chevrolet Co., Louisville, president; Carl Smith of Tupelo, Collin Lane of Jackson and L. V. Pringle of Biloxi, vice-presidents; Sidney Robinson, Jr., of Jackson, secretary-treasurer, and the retiring president, Victor M. Box of Corinth. George Lemon Sugg is manager.

Mississippians Are Urged To Watch Overhead

TODAY dealers are absorbing only about 50 per cent of their expense of operation by their service and parts departments," General Manager Herbert M. Gould of GM's Motors Holding Division told the annual convention of the Mississippi Automobile Dealers Association at Biloxi last month.

He recalled the much higher rate of service absorption attained in the war years when profit had to come from the shop and used-car sales and then asserted: "Expenses must be brought in line with your profit expected in the future."

Heading up that branch of GM which has "staked" great numbers of dealers to a successful dealer operation, Gould urged "daily control of expenses in line with your income" and declared, "Woe be to the dealer who sets up his expenses on a sales program."

Nearly 400 persons attended the convention. The first principal speaker was Frederick J. Bell, executive vice-president of NADA. He recalled recent conversations with heads of two big finance companies. One told him, he said, that in the past the major cause for dealer failures had been credit and the other attributed it to "no idea of how to merchandise."

James C. Downing of Atlanta, Ga., chairman of the board of the National Used Car Dealers Association, brought repeated bursts of good humor from his audience in his Will Rogersesque delivery of a talk—serious and humorous—on the subject, "Are There Too Many Used-Car Dealers?"

10

He asserted that the best estimates were to the effect that there were now 17,000 used-car dealers and he predicted there would be only 15,000 by the end of this year.

The used-car dealer has the advantage, he said, of "not having a factory man come around and say 'this car has been on the lot 31 days, so give it away' and we used-car dealers try to be on hand when you give them away."

Applause met his statement that "If you don't want a used-car dealer to sell new cars, then you can do something about it, because they have to get them from you."

He said that NUCDA would "make every effort in the years ahead to get title laws in states that don't have them."

Bring Service Managers

L. J. Smith of NADA's convention department told of plans for the convention in Miami Beach January 9-13 and predicted 12,000 would attend. He recommended that dealers bring their service managers to the service clinics on the 9th and 10th. No registration fee will be necessary for that part of the program. Bringing the service manager would constitute a "public relations" gesture on the dealer's part, he declared.

He called attention to the fact that L. Flowers Hamrick, Greenwood Ford dealer, was chairman of the program committee and that S. E. Kossman, Buick dealer of Cleveland and also a past president of the Mississippi association, would speak on one panel.

A dealer panel attracted close attention. Participants included Kossman, Talbert Leigh of Hattiesburg, C. G. Henderson of Baldwyn, C. H. Hawkins of Kosciusko, Sidney Robinson, Jr., of Jackson, Homer McLeod of Greenwood, W. T. Brown of Greenville, Max McLaurin of Jackson, Bagby Hall of Jackson, Kelly Hobbs of Meridian, B. J. Martin of Laurel, Collin T. Lane of Jackson and Bennie Keyes of Gulfport.

Martin said he had found that newspaper ads listing only a few cars but giving full details were the more helpful in moving used cars.

Keyes, a Cadillac, Oldsmobile, Studebaker and Packard dealer, said: "If we don't go to work, we won't have to worry about factory overproduction; we won't be in business to sell them." He said "repossessions often are due to your being too eager to make a deal. You didn't sell the car right. There's nothing wrong with the automobile business today that a lot of hard, old-fashioned work won't cure." He has been a dealer for 36 years.

Alan G. Rude, executive vicepresident in charge of sales for Universal C.I.T. Credit Corp., asserted that 70 to 75 per cent of all new cars are financed in some form and 80 to 82 per cent of used cars

"Your finance program is actually an extension of your merchandising program," Rude said.

Robert "Bob" Bale of Bob Bale Institute of Personal Development, Phoenix, Ariz., cited the need for a sales training program in view of today's car market.

The association voted to return to the Buena Vista Hotel at Biloxi next October 10-12.



Used-Car Body Hits "Hard Money," Plans Drive for Stronger Title Laws

RESOLUTION opposing a "hard money" policy by the present administration was adopted by the National Used Car Dealers Association at its convention in Biloxi, Miss., last month.

The group also went on record as being opposed to any attempt to reestablish consumer credit controls "under present-day condi-tions."

Embarking on an aggressive program to fight for satisfactory state title laws, the dealers voted to create a fund to push for title legislation. Details of the fund and its administration were left to the incoming officers. Federal legislation to strengthen the Dyer Act to "prevent fraudulent interstate transactions on mortgaged automobiles" was also favored by the

R. W. Workman of Lubbock, Texas, was elected president, succeeding Ray Hayward of Omaha, Neb., who was named chairman of the board. Former Board Chairman James C. Downing of Atlanta, Ga., was elected to the new position of honorary president.

A panel discussion with Joseph B. Danzansky, NUCDA general counsel, as moderator, highlighted the program. The panel included: L. Flowers Hamrick, Hamrick Motor Co., Greenwood, Miss., who spoke on "How Can New-Car and Used-Car Dealer Relations Be Improved"; Paul A. McKeown, usedcar manager of Nash Motors Division, on "Used-Car Merchandising"; William A. Keller, national used-car manager, Lincoln-Mer-cury Division, on "Independent" Used-Car Dealer Public Relations"; E. P. Latimer, president, American Discount Co., Charlotte, N. C., on financing and the market, and Elbert P. Tuttle of Atlanta, general counsel for the Department of the Treasury, on "New Policies in the U. S. Treasury."

Arch Livingston, executive sec-

retary of the Florida Used Car Dealers Association and former motor vehicle commissioner for that state, told the dealers to press for their rights in legislative chambers and cited examples of how organized efforts had helped to obtain laws favorable to legitimate used-car operations.

About 350 people attended the convention, which was held at the Buena Vista Hotel.

St. Louis Dealers Honor Berry

THIRTY-SEVEN dealers and associates gathered in St. Louis, Mo., last month to honor George Berry, Packard dealer, who has retired and terminated Berry Motor

A veteran dealer, Berry was treasurer of the Missouri Automobile Dealers Association from its inception in 1937 until headquarters were moved to Jefferson City four years ago. For the past four years he has been chairman of NADA's employer-employee relations committee. During 1953 he has been treasurer of the Greater St. Louis association.



FREE

STADOIL SAMPLE

... for the QUALITY **BORE JOBS you've** Since 1935, the Standard in always wanted!! Quality shops

ONLY Stadoil Diamond Lapping Oil can keep your cutters at the MAXIMUM sharpness for perfect jobs . .

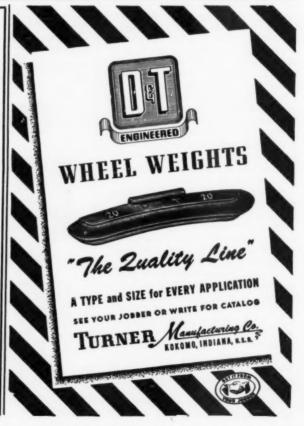
Now—you can try amazing STADOIL for sharpening your boring bars—without cost to you! You'll get the same precision tool finishes already acclaimed by more than 6500 industrial and automotive users. You'll have tool finishes that are free from scratches and far better holes are possible using STADOIL. Many quality Jobbers are already using STADOIL in their own shops—proving they know which is best. One sample will prove it to you TOO!

DON'T DELAY-ORDER YOUR FREE SAMPLE TODAY

STADOIL MANUFACTURING COMPANY

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STADOIL MFG. CO. Dept. SAJ-II, El Monte,	Calif		
Please send postpaid, the STADOIL.		SAMPLE	of
Name and Title			
Company		***************************************	
Address		******************	IXOUR.
Jobber			



How to Make a Profit from Trucks? There Is Just One Simple Solution

By C. C. "POP" GUNN*

IF I HAD the answer to this prob-lem I am not too sure I would give it to you.

However, I would like to discuss this subject in three phases: First, the problem; second, analysis of the problem, and, third, some solutions or actions to be taken on the problem.

trucks and not realizing a net return on their sale. . .

Recently I had occasion to call on the purchasing agent of a very large oil company in a city other than San Antonio, for the reason that this company buys equipment

The problem is more than selling

*From an address before the annual convention of the Texas Automotive Dealers Association by Gunn, who is general manager of Smith Chevrolet Co., in San Antonio, Texas.

used locally. He asked me what had happened to the automobile business and related to me the following incident:

The exploration department of this company wanted to put out an experimental truck, and in the course of determining the type of truck they wanted to use, the purchasing agent called the sales manager of a dealer they had been buying from and asked him to come out and see him - which the manager did.

After some conversation the purchasing agent settled on the type desired. For planning purposes, he asked what the unit would cost. The classic answer was, "Would you be willing to pay us cost, plus \$50?"

In view of that answer, can the dealer ever sell this man a truck for more than \$50?

The problem, then, is merchandising and salesmanship against price-cutting, wholesale and give-

I read the other day that there was nothing wrong with the automobile business that a 33 1/3 per cent cut in production wouldn't cure. I say there is more wrong than over-production.

In analyzing the problem, the question arises, are the automobile dealers organized to aggressively sell and merchandise their products?

When I see a sign painted on the window of a dealership and big ads in the papers offering pickup trucks from \$1,195 to \$1,295, I say you are neither merchants nor salesmen. The first axiom of a salesman is that you can always come down but you can never go

So let us think, if you will, what we can do to make a profit from the sale of trucks in this market.

First, there is the dealer's attitude toward trucks. If you consider trucks as only a necessary evil in your franchise, you will neither merchandise nor sell, nor, I might add, make any money.

It amazes me the amount of money dealers have invested in truck display and inventory and



93% COVERAGE WITH ONLY 13 SIZES

- 6 Important CAMEL Features:
- · Top quality construction makes selling BRSV.
- · Wire reinforced to hold even diameter.
- No narrow spots to impede flow of
- Smooth ends-inside and out-for easy installation.
- Made to stretch over connections without splitting.
- Specially compounded rubber withstands automotive oils, greases, antifreeze solutions. WRITE FOR ILLUSTRATED LITERATURE



board makes inventory easy, quick. Order individual sizes to maintain inventory on handy, visible "salesman."





MONTGOMERY . ALABAMA



OP Precision Wheel Alignment

CHECK and CORRECT

with

17 W. 60th STREET, N. Y. C.

Mfrs. of Precision Wheel Alianing Products

P. M. LANCASTER Ga., Tenn.

REPRESENTATIVES:

70 - 4th STREET, N.W. ATLANTA, GEORGIA

RALPH B. SEYMOUR P. O. BOX BIZ RALEIGH, N. C. Va. N. C.

Florida

FOREST E. SHAMBOUGH 6000 S.W. BIH STREET MIAMI, FLORIDA

THE TAPERED

SHIM

VALLEY PRODUCTS MOVE FAST!



Valley Manufacturing Com-pany's liberal discounts pro-vide a profitable, fast moving line of trailer connectors designed to give you a continuing demand. Besides guaranteed strength and handsome appearance Valley offers you:

- Liberal Discounts
 Freight Charges Deducted
 from Remittance
 Liability Insurance on
- Products
 Free Replacement of Obsolete Models
 Display Material Available Get the connector "Tailored To Fit Your Car".

VALLEY MFG. CO., Lodi, Callf.

REPRESENTATIVES LISTED IN ADVERTISERS' INDEX

FACTS!

- 1. Over 300 advertisers are placing their announce the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states.
- 2. The 30,000 copies of this issue reach over 5,500 tewns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cities.
- 3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal Atlanta, Georgia





how little organizing and merchandising is done. If the dealer is not going to supply the leadership for truck sales, then he should hire a top-flight man to perform this function, basing his compensation on truck sales only.

In a dealership of our size, we believe a truck sales force is necessary. This sales force must be adequate in number to properly cover the market and should be highly trained and properly recognized in the dealership.

Also, you can't retail trucks at a profit without a used-truck merchandising program. Our truck department is the most closely-supervised sales department we have. We cover our market in a systematic manner regularly. Our trucks are sold at retail 90 per cent, one at a time.

We have found that selective trading is more profitable than straight sales. We do not advertise any cut prices, we sell our whole package—reputation, guarantee, service facilities, and financing.

How to Control It?

Now, you may have in your minds this question: "How can you have inventory control with production like it is?"

Well, we operate in a multi-city set-up, but we do not consider it amiss to balance our ordering from the factory so that we will not all have the same models and colors. I would say further that we are independent merchants, and should not, under any circumstance, order far more than we know that we can dispose of by aggressive sell-ing.

The greatest evil that has hit the automobile industry on a grand scale is the wholesaling of vehicles to non-franchised dealers. This is cutting off your nose to spite your face. . . .

I recommend for your reading the article in the last issue of "Fortune" on this changing car market. If this appraisal is correct, and I think it is sound, we should look to our sales programs. We will be ahead of the game if we stop using "shot-gun" sales tactics and, instead, pinpoint our prospects.

Shot-gun sales tactics I would list as newspapers, and the pin-point methods, I suggest, is working specific people in a definite manner. If a prospect says he is not ready now, don't drop him, call on him again in two weeks. Sell service and follow your customer

to see if you are still servicing his truck. Remember, policy adjustments come high, but not nearly as high as a lost customer.

We need a changed viewpoint, our selling muscles are stiff from five years of no selling (1942-1946) and five years of order-taking (1946-1951). In the meantime, dealers have become wealthy far beyond our fondest dreams. The "need to sell" in order to survive is gone in many cases.

Salesmanship and merchandising must be re-established from the dealer down. We can't go out and hire trained salesmen who will sell our cars and trucks while we coast. If you have a good sales manager you are blessed, but you still must lead him.

After all this conversation, and after much study and concentration, the answer to this problem, "Net Profit on Truck Sales," suddenly flashed through my mind. Now I have the answer and I give it to you.

Sell them for more than you pay



Been keeping an eye on PYROIL?

If you have, then you must know that news of "big things" to come for Pyroil, is getting around. For instance, the news that Pyroil is launching a new Radio Advertising Campaign—using nearly 100 radio station outlets from coast to coast!

BUT - - -

that's only the beginning and it's really NOT THE BIG NEWS! The BIG NEWS is yet to come—and fellows we are really working on it. It's something so big and of such tremendous importance that it requires a great deal of time and preparation before it is all ready and just right for presentation. When the news breaks, and it will soon, you jobbers and you dealers should be all set to CASH IN BIG with sales and profits galore!

It's All Scheduled to Tie-in With Our 25th Year Silver Anniversary

M. O. Weiby, President
C. H. Weiby, Exec. Vice President
Invite You To Get On the Band Wagon Now
Get a front row seat and be ready to start celebrating with the rest
of us when the bombshell bursts!

IT WON'T BE LONG NOW!

Write or wire us - our factory representative will hurry right over and will gladly tell you all about it.

PYROIL COMPANY, INC.

251 Pyroll Bldg.

La Crosse, Wisconsin

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John T. Jolly Sales Co., 1916—34th Ave., Meridian, Miss.
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Insist on VELLUMOID!

ONLY ONE GRADE . . . THE BEST

The quality of VELLUMOID has never been shaved. Through wars and depressions, the standard for **VELLUMOID** has never been sacrificed.

Southeastern Representatives Lawrence M. Hirsig Co., Jacksonville 2, Florida

NO. 645 WET VALVE FACE GRINDING MACHINE

More Dollar Value Than **Ever Before**

NEW - different -NEW — different — out-stending features: Wet grinds VALVES, VALVE STEM ENDS, TAPPETS and ROCKER ARMS and ROCKER ARMS— producing finest finish and factory precision. Ask the SIOUX Jobber for full particulars. Sold only through Authorized SIOUX Distributors

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ACCURATE WHEEL

THE BEST in engineering design, finest materials and years of manufacturing know-how are combined to give you the truly ACCURATE weight.

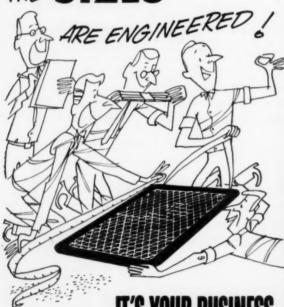
NO SLIP—NO FLEX—After a few jars and scrapes against curbs ordinary wheel weights flex and slip on the rim . . not with ACCURATE, Accurate weights are specially designed to eliminate this by a special setting of the clip.

GET THE FACTS about the ACCURATE line which also includes castor shims, flat spacer rings and the new contour spacer rings for coil spring knee action.

SOLD ONLY THRU JOBBERS

ACCURATE WEIGHT MANUFACTURING COMPANY

THE SIZES



to offer your customers the best at no extra cost

Rubbermaid & Kil

NAMSCO, INC.

MAME CHANGED FROM NATIONAL WHEELS and PARTS MFG. CO., INC.

NEW No. 8 SERIES ONE PIECE WHEEL COVERS



Mational

Is the Top Quality Line-supplying the automotive trade for over years with a complete line of:

- ONE PIECE WHEEL COVERS
- **HUB CAPS for all REPLACEMENTS**
- CHROMIUM PLATED GAS CAPS
- RADIATOR CAPS
- CHROME PLATED WHEEL RIMS
- WHEEL BOLTS & NUTS

NAMSCO, INC.

333 31st AVENUE BELLWOOD, ILLINOIS

Pace Becomes President Of Tennessee Group

CHESTER R. Pace of Clinton was elected president of the Tennessee Automotive Association at the 14th annual convention at the Buena Vista Hotel, Biloxi, Miss., Oct. 18-20. He succeeds James A. Clark, Kingsport.

Regional vice-presidents include: C. W. Bond, Arlington, Memphis region; W. H. Fisher, Humboldt, Jackson region; James A. Mullican, McMinnville, Columbia region; Wilburn Hailey, Jr., Chattanooga region; Judson B. Murphy, Maryville, Knoxville region, and Joe Bewley, Greeneville, Tri-Cities region.

Attendance was approximately 400. Augmented by a full program of entertainment, the convention heard a number of prominent speakers associated with the automotive industry.

"Use It or Lose It" was the topic chosen by Arthur H. "Red" Motley, president, Parade Publications, Inc., New York. "The Washington Picture" was discussed by Charles J. Farrington, director of legislation, NADA.

Dr. Thomas W. Rodgers, executive vice-president, American Finance Conference, Chicago, and Tom Collins, director of publicity, City National Bank and Trust Co., Kansas City, Mo., were other speakers





★ HI-COMPRESSION HEADS
★ DUAL INTAKE MANIFOLD

ALUMINUM VALVE COVERS, AIR CLEANERS, etc. and other Hi Performance Equipment.

New! Fybrglas Re-Style-Kit For Restyling—Repairing and Restoring any wood or metal surface!

Write us for Complete Information SPEED SPORT EQUIPMENT 4845 Milwoules Ave., Chicago 30, III. A dealer clinic, with Carroll G. Oakes, DeSoto-Plymouth dealer of Morristown, as moderator, was another highlight of the program. Members of the panel included Wilburn C. Hailey, Jr., Chevrolet, Chattanooga; T. F. Austin, Buick, Paris; Hugh Truex, Chevrolet, Jackson; C. W. Bond, Ford, Arlington, and Joe Schaeffer, used cars, Memphis.

McCuen of GM Hurt During Car Test

CHARLES L. McCuen, 61, head of General Motors research department, was injured last month while reportedly driving an experimental car at more than 150 miles an hour. The accident occurred at the GM proving ground at Detroit.

McCuen, a GM vice-president and formerly general manager of the Oldsmobile Division, was alone in the car.

Moog Buys Chassis Line

Sealed Power Corp., Muskegon, Mich., has sold the front-end and chassis parts phase of its business to Moog Industries, Inc., St. Louis. The transaction was described as part of an expansion program for both companies, with Sealed Power specializing on its piston ring, piston, cylinder sleeve, valve and water pump lines, and Moog expanding production of chassis parts.

Ford Sells More Cars

More Ford passenger cars were sold in this country during the first nine months of 1953 than during all of 1952, L. W. Smead, general sales manager, has announced. Through September, Ford dealers sold 815,198 passenger cars, compared with a total of 747,839 during all of 1952.

Kaiser Loses \$10,000,000

Kaiser Motors Corp. reported a net loss of \$10,796,574 for the six months ended June 30 in an announcement late last month.

NADA Sets Up Memorial

The Missouri Automobile Dealers Association has established a \$500 memorial fund for Bobby Greenlease, Jr., son of the Kansas City Cadillac distributor who was kidnapped and killed. It will be used as directed by his mother.

Want Territorial Security? NADA Gets Replies

A survey show 3,000 dealers favoring territorial security of franchise and 4,000 opposing, Executive Vice-President Fred Bell of the National Automobile Dealers Association told the approximately 400 persons attending the annual convention of the Florida Automobile Dealers Association at Daytona Beach late last month.

He asserted that it had been suggested that the "trade-union approach" might be tried by dealers in dealing with factories, but declared: "I don't believe the trade-union or legislative approach is the way."

A clinic on used cars attracted keen attention. Participating were James L. Ferman, Ferman Chevrolet, Tampa; E. O. Clifton, Packard Miami Co., Miami; E. A. Stebbins, Lincoln-Mercury dealer of Orlando, and Erwin T. Brooks, Chrysler-Plymouth dealer of Jacksonville.

Clifton told of the success of his plan, in use for the last two years, by which his reconditioned used





Officers and directors of the Florida Automobile Dealers Association lined up for the photographer during the convention in Daytona Beach Oct. 25-27 (l. to r.): First row, W. J. Grant of St. Petersburg, William Cat-lin of Jacksonville, C. C. Harrison of Marianna, Thomas P. Caldwell of Coral Gables, all district vice-presidents; J. Saxton Lloyd, Daytona Beach, NADA director; Ed J. Saxion Lloyd, Daylona Beach, NADA director; La Lee, Pensacola, first vice-president; President Eugene R. Elkes, Tampa; John F. Zeder, Miami, secretary-treasurer; Herbert L. Butler of Leesburg, J. W. Sneed of Fort Pierce, Horace Jones of Lakeland, A. J. Roun-tree of Lake City, all district vice-presidents; second row, George W. King, Fort Lauderdale; James L. Fer-man, Tampa; M. V. Altman, Sarasota; E. H. Cochrane, West Palm Beach; Wilson P. Turnipseed, Ocala; Emmett Gardner, St. Augustine: C. I. Roberts, Green Cove Springs; Latham Davis, Jr., Gainesville; Newman C. Brackin, Crestview, and John M. Pate, Winter Haven; third row, K. Griner, Cross City; Wiley Grantham, Live Oak; M. N. Kenyon, Clearwater; A. P. Clark, Orlando; Harold C. Case, Fort Myers; J. H. Whitfield, Lake Wales; Marion G. Nelson, Panama City; Charles B. Tutan, Miami, and Leo J. Adeeb, Miami Beach. Directors not shown in photograph include Stanley Peeler, West Palm Beach, immediate past president; Walter A. McRae, Jacksonville; Bruce S. Quigley, Orange Park, and W. Theo Proctor, Tallahassee. Officers are elected only every other year by the Florida group.

cars carry a flat \$25 deductible repair guarantee for the first 30 days. This stops the \$2 and \$3 repairs, he explained, as customers have

to pay the first \$25 on their bills. Stebbins recommended that independent garages be given the job of reconditioning a lot of dealers'

used cars, permitting the dealer's shop to work on regular service customers' cars and, frequently, saving money by this procedure. As to used-car sales, Ferman

said: "The worst feature about used-car sales is that they get you

and your people in the habit of

depending on them. If you have been doing the job you should have been doing all year, you don't need used-car sales."

Other speakers included John W. Mock of Evanston, Ill., on "Selling to Make a Profit;" A. H. "Red" Motley of Parade Publication, Inc., and Tom Collins of National Bank and Trust Co., Kansas City, Mo.

The 1954 convention will be held in Jacksonville.



IN HALF THE TIME! GET "SOF GLO" OR "NO STREAK"

These amazing compounds leave cars lustrously clean, with a minimum of effort and cost! Finely blended and economically priced, these time savers help fatten your profits.

Auto Chem also offers you the ideal cleaner for motors and parts. Works fast and efficiently to remove grease, grime and ethyl deposits.

AUTO CHEM LABORATORIES Decatur, Ga





Alabama Membership Hits New High

MEMBERSHIP in the Automobile Dealers Association of Alabama was at an all-time high of almost 95 per cent of potential immediately before the annual convention, held Oct. 25-27 at the Buena Vista Hotel, Biloxi, Miss.

This report was made by Clarence House, Birmingham, first vice-president and chairman of the membership committee, who was elected president.

A number of speakers prominent in automotive and allied fields were on the program, including Guy B. Arthur, Jr., Toccoa, Ga., dealer consultant, whose subject was "Labor Relations and Union Activities"; T. J. O'Neil, director of product sales and dealer organization planning, Ford Motor Co., on "Today's Market—What We've Planned For"; Fred Goad, Fred Goad Motors, Birmingham, on "Inspiring a Sales Force," and L. Walter Lundell, president, Universal C.I.T. Credit Corp., on "The

Floridian Predicts Dealers to Fold

A fourth of the present franchised new-car dealers will go out of business in '54 due to the pressure of competition, Wilson P. Turnipseed of Ocala, Fla., predicted last month in an interview with editors of SAJ.

Turnipseed, of Turnipseed Motor Co. (Chevrolet-Olds) and a dealer since 1926, said this would happen "as the present situation works itself down to normal." He asserted there were "too many dealers," and calculated factory production next year would be off "25 per cent rather than 15 in order to enable dealers to move at a reasonable gross profit the cars sent them.

"My dealership made money every month this year, but that was due to our moving around 60 per cent more cars than last year."

The first dealers to fold up will be those, he forecast, "who have not learned how to take in trade-ins at a price they can later resell them without too much loss."

Credit Side of Your Business."

Recent studies by his firm show that its customers' average new-car down payment is about 42 per cent of the purchase price, Lundell said. Most new-car sales, he reported, are made with maximum terms of 24 months, with correspondingly lesser terms for used-car buyers.

Current automobile paper outstanding involves about 11,000,000 customers, he said.

Dr. H. Roe Bartle, Kansas City, Mo., was the inspirational speaker at the banquet and Edmund H. Harding, Washington, N. C., humorist, was the luncheon speaker.

Robert S. Armacost, Kansas City, president of NADA, was on the program, as were Alton M. Costley, East Point, Ga., NADA regional vice-president, and Walter B. Cooper, Fort Collins, Colorado NADA director.

H. C. Christopher, Fort Payne, is the retiring president. Frank R. Broadway, Montgomery, is executive vice-president.



ADVERTISERS'

The Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

	Chevrolet Motors Division 30	Goier Inc 169	
^	Chrysler Corp 99 Chrysler Motor Parts Div 133	Gojer, Inc. 169 Gordon, W. S. Jr. 180 Grant R. B. 47 Grantello Sales Co. 47, 166	L
Aaron, Wesley O	Clark Co., Henry S. 	Green, Paul B	Laher Spring & Tire Corp *
Accurate Weights Mfg. Co 180 Acme Air Appliance Corp 132 A. C. Spark Plug Division	Cole-Hersee Co	Green, Paul B. 2 Green, Wm. 122 Greenfield Sales Co. 17 Grey-Rock Division 60 Griffing Computer 60	Laher Tire & Rubber Co., Inc. Lamb Co., Russ 19
A. C. Spark Plug Division (Spark Plugs)15, 119	Copeland, Rudy	Griffin Lamp Co	Lamb Co., Russ 19 Lamson & Sessions Co. 136 Lapp. Wm. R. 162 Lasco Brake Products Corp.
(Spark Pluga)		Guide Lamp Division*	Ltd
Albertson & Co	Cree, Herb M		Ltd. 48 49 Les Co., K. O
Alemite Division	Cullins, B. B	Н	Lifetime Auto Accessories Co. 159
American Brakeblok Division . 135 American Hammered Division . 27 Ammco Tools, Inc			Lillmars, E. G. 44 Lincoln Engineering Co. 44 Lindsay, H. S
Anderson, Andy	D	Hardin, L. R. 180 Harvey-Merrithew 165 Hastings Co., The 161 Hastings Mfg. Co. (Piston Rings) . Third Cover (Filter Division) 3 Heard, W. G. 17 Heath, Geo. D. 17 Heath, Geo. D. 17 Heatherson, Paul J. 178 Herbrand Division 148	
Anthes Force Oiler Co 146 Arco Co., The 8		Hastings Mfg. Co. (Plater Pings) Third Cover	Longdon, Stan. 97 Lovelady, J. W. 97, 136, 139 Lyan & Hemphill 102, 130, 145 Lyon, W. L. 136, 150 Lutz, W. O. 102
Arrow Armatures Co 19	Damron, H. C	(Filter Division)	Lutz, W. O
Asbestos Mfg. Co		Heath, Geo. D	
Auto-Lite Battery Corp	Davison, ucorge 33, 140 Dean, Cash 33 Delco-Remy Division 107 DiCello, Tony 143, 178 Doan Mfg. Co. 166 Dodge Division 24 Dole Valve Co. 156	Henderson, Paul J	
	Doan Mfg. Co	Hershey, Maxim128, 174 Hester Battery Mfg. Co 43 Hertzherg, Sam	М
Automotive Sales Co 7, 123 Ayd Co., Don 48, 49, 156	Dole Valve Co	Hertzberg, Sam	Wains Inn 17
	Douglass Muffler Co *	105, 106, 124, 177, 180, 186 Hiraig-Frazier Co. 18, 36, 55, 177	Major, Jan
В		History Tables Co. 16, 36, 55, 177 Hodgman Rubber Co. 152 Hoehler, E. M. 45, 127, 175 Hoffman, A. W. 97, 139 Hogan, Ralph 168 Holland, T. F. 146 Hotel Biscayne Terrace 178	Manley Valve Corn 104
	E	Hogan, Ralph	Marquette Mfg. Co
Bacharach Industrial Instrument Co	Value Paul		Maupin, Frank E
	Eakin, Fred * Earl, John W. 150 Ebeling, P. H. 12, 176, 180 Ebert, Earl H. 48, 49, 122	Hudson Motor Car Company 6 Hughes, T. D	McClintock Sales Co
Baker, Wm. Banite Company Barrett Equipment Co. 162 Bay Mfg. Co. 122 Bailis, Harry 36 Bear Mfg. Company 5	Ebert, Earl H 48, 49, 122 Echlin Mfg. Co	Huot Mfg. Co. Hutchens, Harry C. 165 Hutto, Vaughn 128 Hyatt Bearings Division 108	McCord Corporation 2
Bailis, Harry	Eckart, Hugh R	Hyatt Bearings Division103 Hygrade Products Div154	McGruder, C. R. 165, 172, 180 McGruder, C. R. 165, 172, 180 McHugh, Henry 180 McQuay-Norris Mfg. Co. 116, 117 Mfklic, Lewis 148 Miller Mfg. Co. * Miller Sales Co. Jess 139 Minnich W F 8
Belden Manufacturing Co	Egan Mfg. Co., H. B 177 Eia Automotive Corp		McQuay-Norris Mfg. Co. 116, 117 Miklic, Lewis
Bell, L. W. 101 Bell Co., Inc. 17 Bernard Co., J. C. 25 Bincent, A. E. 12 Black, R. S. 36 Black, R. S. 36	Electric Auto-Lite Co. (General Products)28, 29 (Merchandising Division)*	1	Miller Mfg. Co
Black, R. S	(Parts & Service Division). *	•	Minnich, W. F. Miro-Flex Co., Inc. Monkey Grip Sales Co
Bondomatic Corporation 151	Electric Storage Battery Co 13 Emerol Mfg. Co	Imco Mfg. & Sales Co 56, 176 Ingersoll-Rand Co 51	
Bonney Forga & Tool Works 115 Boswell, L. B	Ethyl Corp *		Monroe E. R
Bowes 'Seal Fast' Corp		J	Mosner, W. A12, 139, 100
Breeze Corporation Inc.	F		
Brogan, F. J		Jackson, Chas. 169 Jackson, Eugene 143 Jackson, S. J., Jr. 173	N
Buettner, C. M 144, 146, 166 Buick Motor Division	F & B Mfg. Co	Javne Albert	
Burk, B. B	Federated Metals Div *	Johnson Bronze Co. 183 Johnson, Dean 101 Jolly Sales Co. John T. 165	NAD Used Car Guide Co 165 Namsco, Inc
	Hardware Insurance Co 16 Field, Edw	Jolly Sales Co., John T 165 Jones, Heyward	National Machine Works134 National Market Reports, Inc. 111 Neo-Dyne Sales Division *
	Ford Motor Co	outes, Stationa	Now Britain Mach Co
C	Friedlander, Jack		Nicholson, Harry 105 Niehoff & Co., C. E. 100 Norton, K. W.
Casco Products Corp 55		K	Nowlin, Frank
Cain, John H. Cammann, A. J. Carlton, W. M	•	K-D Lamp Company	
Carpenter-Turner Sales Co	G	K-D Mfg. Company 97 Katz, Warren and Associates 165 Keen, Guy C	
Case, C. C	Gardner-Meridth	Keen, Guy C	0
Central Equipment Co	Gaulin, Joe	Kent-Moore Organization, Inc. 131	Oakite Products, Inc 185
Unampion Spark Plug Co "	Gendil, Sam	Kester Solder Co	Oldamobile Division 153
Charry Co., McEwen	General Sales Assoc	Kitchens, William 122 Kneavel, W. S. * Koslowsky, Chas. H. * Kwik-Ezee, Inc. 178	Oleson, Don
25, 47, 142, 155	Glover, Chas. A130	Kwik-Ezee, Inc 178	Owen, J. C

NDEX

The Advertiners' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

P	Stant Mfg. Co., Inc. 138 Stewart-Warner Corp. 98 Storm-Vulcan, Inc. 48, 48 Studebaker Corp. 99 Styron & Assoc., Art 7, 98, 125 Storm I M.
P & D Mfg. Co. 172 P & E Machinery Co. 147 Packard Else, Division 20, 21 Page, Arthur 169 Patton, Max 158 Perfect Circle Carp., Front Cover Perfect Equip. Co. 139 Permatex Co., Inc. 1 Perryman, J. R. 122 Peters, S. A. 1.80 Peterson Welding Laboratories 156	Studebaker Corp. 99 Styron & Assoc. Art
Peterson Welding Laboratories	T
Peterson Welding Laboratories Inc	Tapp, James F. 165 Tate, J. R. 134, 182 Texas Company 2 Thermoid Co. 23 Tide Water Associated Oil Co. 57 57 Timken Roller Bearing Co. 31 Treasury Dept. 87 Triple-A Specialty Co. 140 Tung-Sol Electric, Inc. * Turner Mfg. Co. 176 Tuttle Co., L. D. 48, 49
φ	
Quaker Supreme Chemical Co., 177	U
	U. S. Spring & Bumper Co 108 United Motor Service 38, 39, 40, 41
R	United States Treasury *
Rajah Company * Ramsey Corp Fourth Cover Rankin, Jas. W 146, 162 Raskin, David 158 Raybeatos Division Second Cover Reading Batteries, Inc 106 Rislow, V. P 143 Robertson, Wm. H 652 Robinson, E. F 165, 172, 180 Rogers, H. M. (Buck) Rose, Troy 150 Roy & Hefner 180 Russell, H. E Russell, W. F 165, 172, 180 Russell, W. F 180 Russe	V. M. C. System
S	w
Sabourin, Joe 33	Wadsworth, F. L. Jr. 175 Wagner Electric Corp. 32 Walker, A. J. 124 Walker Mfg. Co. 170, 171 Walker, Sidney * Wallace, Stanley K. * Ware, E. F. * Ways, A. A * Whelan Co. H. H. 127 Whaley, H. A * Wilkinson-Wilcox 130 Williams, Frank H. 132, 144, 146 Williams, Frank H. 132, 144, 146 Williams, N. A. 97, 136, 139, 169 Williams, N. A. 97, 136, 139, 169 Williams, Wyel T. 176 Winona Tool Mfg. Co * Wix Corp 10 Wixaon, Ronald H. 97 Wooster Rubber Co. 165, 172, 180
Southern Sales Co	Wooster Rubber Co. 165, 172, 180

new

OAKITE SOLVENT speeds CARBURETOR RECONDITIONING





New, self-emulsifying solvent detergent... Oakite Composition No. 18 . . . rapidly dissolves heavy grease from carburetors, and fuel pumps. Also removes paint from engine parts; lacquer from copper and brass components, gummy residues from hydraulic valve lifters.

Oakite Composition No. 18 is an economical cleaner to use. It calls for a money-saving mixture of one part No. 18 to four parts mineral spirits. And this solution gives consistently excellent performance over long periods of time.

Near at hand is your Oakite Technical Service Representative. He'll be glad to give you the complete story on Oakite Composition No. 18. Or you may get full details merely by writing address below. No obligation.

> OAKITE PRODUCTS, INC. 52 Rector Street, New York 6, New York



Technical Service Representatives in Principal Cities of U.S. & Canada

Y

Yankee Metal Products



for Manufacturers and Jobbers!































IT'S EASY to understand why Hirsig Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary. . . .

AUTOMOTIVE EXPERIENCE.. Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

SMALL TERRITORIES. . Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.

CAREFUL PLANNING . . . The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive

field. A fully staffed home office promptly handles the necessary details as required by an efficient sales organization.



TOUGH ON OL-PUMPING - GENTLE OF CYLINDER WALLS



It's gentle because Steel-Vent's two wall-contacting steel sections have rounded edges which provide hairline contact and reduce drag to a minimum.



It's gentle because the Steel-Vent spacer has extra wide vents that let oil flow through freely for extra cylinder wall lubrication.



It's gentle because Steel-Vent's flexible, low-tension inner-spring works only against the steel sections—holds them on the cylinder wall with soft pressure.



Result: maximum life, minimum wear. Count on Hastings for complete coverage—in regular and chrome sets, Motor Engineered for each make and type of engine, for each engine condition and operating need.

STEEL-VENT PISTON RINGS

Regular or Chrome-Faced

FOR ALL PASSENGER CARS

Motor Engineered for Replacement Service
in Cars, Trucks, Buses and Tractors

Ramco uses BOTH chrome and cast-iron contacts...

Each where it is most effective...that's why

YOU GET THE MOST

Out of Chrome with RAMCO



THIS IS THE RAMCO
NO GAP SPIRO-SEAL STEEL
OR CHROME PLATED RING
WHICH REQUIRES
NO INNER-RING
PRESSURE
WHATSOEVER TO
SEAT PROPERLY

Time instead of increased innerring pressure is employed by Ramco engineering for the seating of steel or chrome sections of the oil ring.

MOST EFFECTIVE for quick seating is cast-iron contact. For long life...more horsepower...resistance to abrasion and scuffing...steel or chrome plated steel is best! In the 3-piece construction of Ramco 10-Up oil ring or the Ramcrome Chrome Plated oil ring described above, you get both advantages in one oil ring.

Ramco 10-Up sets are engineered to use chrome, steel and cast-iron contacts where each is most effective. That's why you are sure to do the job right when you call for Ramco. Try Ramco 10-Up regular and chrome plated sets for passenger car and heavy-duty service. See your Ramco Jobber today...

RAMCOPISTON Rings

avoilable with Exclusive No Gap Spire-Seel in both regular and chrome sets.

RAMCROME

Arguera Plated RAMCO

Application Regular and chrome sets.

You Profit All-Ways with RAMCO

